

**REMARKS**

Claims 25-43 and 67 are pending.

The Examiner has rejected the claims under 35 U.S.C. § 103(a) over Lee (U.S. Patent No. 6,611,814), Nelson (U.S. Patent Application No. 2002/0042774), and Ewing (U.S. Patent Application No. 2002/0095298), according to the following table:

| Claims                   | References             |
|--------------------------|------------------------|
| 25-28, 31, 33-43, and 67 | Lee and Nelson         |
| 29, 30, and 32           | Lee, Nelson, and Ewing |

Applicant respectfully submits that neither Lee nor Nelson are prior art. Lee was filed July 17, 2000, and does not claim priority to any other applications. Nelson was filed October 10, 2001, and claims priority to a provisional application filed October 10, 2000. Applicant filed the present application November 20, 2000, which claims priority to Serial No. 09/715,850 filed November 17, 2000 ("the '850 application") and Serial No. 60/166,664 filed November 19, 1999 ("the '664 application"). The '664 application was filed before both Lee and Nelson. Because both the '850 application and the '664 application satisfy 35 U.S.C. § 112, ¶ 1 as to the pending claims as shown in the following table (using claim 25 as an example), the effective filing date of the pending claims is the filing date of the '664 application under 35 U.S.C. § 120.

| Element  | Parent  | Provisional   |
|--|---|---|
| [a] method for notifying a first customer about a purchase made by a second customer       | "[t]he Personal Purchase Circle operates generally by tracking purchases of items...sharing the purchase and private review information with a [sic] one or more people or groups as specified by or defined by the customer." (Parent, p.20) | "Customers can share information on their purchases with the people they know." (Provisional, p.1)  |
| detecting that the second customer has purchased an item for a person other than the first | "[w]ith each new purchase, the customer is asked whether the customer wants to designate the purchase as private or hidden" (Parent, p. 24)   | "Users will get notified on the web site when a new event has occurred in his or her Personal Purchase Circle... [w]hen a member of the customer's Personal Purchase Circle bought something." (Provisional, p.3) |

|  |  |   |
|--|--|---|
| determining that the first customer has a purchase notification relationship with the second customer  | "[i]f the customer designates the purchase as public, then the purchase and related information will be automatically shared with a customer's Personal Purchase Circle" (Parent, p. 24)             | "Customers can view their Personal Purchase Circle, and have the ability to remove or add people." (Provisional, p.4)   |
| providing to the first customer a notification that the second customer has purchased the item, the notification identifying the second customer | "the purchase and related information will be automatically shared with a customer's Personal Purchase Circle by e-mail, Web page notification, and/or the customer's profile page." (Parent, p. 24) | "Users will get notified on the web site when a new event has occurred in his or her Personal Purchase Circle... [w]hen a member of the customer's Personal Purchase Circle bought something." (Provisional, p.3) |

For the Examiner's convenience, Applicant encloses copies of the Parent and the Provisional. Based on the preceding remarks, Applicant respectfully requests that these rejections be withdrawn.

In view of the foregoing, Applicant believes the pending application is in condition for allowance and requests reconsideration.

Dated: 9/19/05

Respectfully submitted,

By

Steven D. Lawrenz

Registration No.: 37,376

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(206) 359-8000

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Attorney for Applicant



Parent - 09/715,850

## METHODS AND SYSTEMS FOR DISTRIBUTING INFORMATION WITHIN A DYNAMICALLY DEFINED COMMUNITY

### Abstract of the Disclosure

One embodiment of the present invention distributes data via a network to remotely located users. Historical purchase information for a first user is stored in a database. Authorization is received over a network from the first user allowing a second user to view at least a portion of the historical purchase information. In addition, the first user selectively specifies which historical purchase information may be viewed by the second customer. An electronic notification is transmitted to the second user, wherein the notification informs the second user of the first user's authorization.

PATENT

L:\DOCS\DNW\DNW-2536.DOC  
102300



FileEditViewGoFavoritesHelp

amazon.com

YOUR ACCOUNTHELP

WELCOME

DIRECTORY

BOOKSELECTRONICSAUCTIONSHEALTH & BEAUTYTOYS & GAMES

HOW TO ORDERGIFT IDEASTOP SELLERSFRIENDS & FAVORITESFREE E-CARDS

Search People: All (GO)

Friends & Favorites > Your About You Area

This is your About You area. Have fun with it. To get started, fill in your nickname and e-mail address. Then work your way down the page, adding your ideas and personality along the way. (By the way, nothing you write is set in stone—you can change this page as often as you want.)

PERSONAL PROFILE

Your personal info: (Edit)

Viewable by the public:  
Name: John Example  
Tell a little about yourself—in 4,000 characters or less. [Click here](#) to write your personal description.

Add an image here. It's easy!

MORE TO EXPLORE  
At a glance  
[Shared purchases:](#)  
0  
[Wish List:](#) 0 items

Your picture: (Edit)

[Add Trusted Friends](#)

[E-mail this page to a friend](#)

Guidelines: Learn more about the ins and outs of Friends & Favorites

Your Reviews, Requests & Recommendations

Write a review

The reviews you write say a lot about the person you are. That's why each time you write a product review at Amazon.com, it'll also be featured here on your About You area.

Share your Amazon.com purchases

Show a new side of yourself to the people you trust. Share your Amazon.com purchases with your Trusted Friends. You'll find out things you never knew about other folks, and they'll get to know your personal interests, passions and hobbies.

Create a Wish List

Tired of dropping hints right and left? Create an Amazon.com Wish List. It'll appear in this space. That way your friends will always know where to look to find the perfect gift for you.

Share your Favorite Areas

Your Favorite Areas are not only great for navigation and personalization, but also handy for gift ideas. Share your favorite areas and your friends will be able to browse through the things that interest you most.

[Friends & Favorites](#) | [Top Reviewers](#) | [Purchase Circles](#) | [Discussion Boards](#) | [Refer-A-Friend](#) | [Free e-Cards](#)

FIG. 1A



[YOUR ACCOUNT](#) | [HELP](#)

[WELCOME](#)

[DIRECTORY](#)

TODAY'S FEATURED STORES

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[HOW TO ORDER](#)

[GIFT IDEAS](#)

[TOP SELLERS](#)

[FRIENDS & FAVORITES](#)

[FREE E-CARDS](#)

[Friends & Favorites](#) > [Your About You Area](#) > Edit your personal description

### Who Are You?

This is your chance to share a bit about yourself (4,000 characters or less). Have fun.

Describe yourself:

I like to read history-related books and novels.

(All personal descriptions are automatically public.)

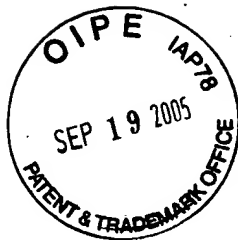
[Submit](#)

Not sure what to say? Let these questions help you get started:

- Where do you live?
- What you do for work? For fun?
- What's your all-time favorite movie or book?
- What are your passions? Your pet peeves?
- If someone handed you an Amazon.com gift certificate, what would you buy?
- If you had a month off--no work, no responsibilities--what would you do?

Guidelines: Learn more about the ins and outs of Friends & Favorites.

FIG. 1B



amazon.com

YOUR ACCOUNT

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ELECTRONICS

AUCTIONS

HEALTH & BEAUTY

TOYS & GAMES

HOW TO ORDER

GIFT IDEAS

TOP SELLERS


FRIENDS & FAVORITES

FREE E-CARDS

Your About You Area > Edit your picture

Here's what your picture area looks like today

Come on! Let's see those pearly whites! If you don't have your picture on your Amazon.com About You area, or if you have one you'd like to change, this is the place for you.




Adding or replacing a picture is easy. Just enter the URL where your image is stored. We'll take care of the rest. Your URL must start with `http://` and end with `.gif`, `.jpg` or `.jpeg`. Images sizes are automatically scaled to 70 x 100 pixels. Enter image URL here:


Submit

No picture on hand? We'll loan you one of these zany placeholders—as long as you promise to come back and plug in a real picture later on. Deal? Deal.


Placeholder Images:




CHOOSE




CHOOSE



CHOOSE



CHOOSE



CHOOSE

FIG. 2



amazon.com

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TOP SELLERS

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FREE E-CARDS

YOUR ACCOUNT

HELP

Search People: All

GO

Your Favorite People: Select

GO

Friends & Favorites > Your About You Area

PERSONAL PROFILE


Your personal info: [Edit](#)

Viewable by the public:  
Nickname: johnnyex

Viewable by Trusted Friends only:  
Name: John Example  
E-mail: jexample@example.com

Your personal description: [Edit](#)

Viewable by the public:  
About me: I like to read history-related books and novels.



MORE TO EXPLORE

At a glance

Shared purchases: 2  
(Trusted Friends only)

Wish List: 0 of 1 items  
purchased (Viewable by  
you only)

Your  
picture: [Edit](#)

your FAVORITE PEOPLE

All Favorite People  
[Doug Vaughn](#)

Favorite People  
list [Edit](#)

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and outs of Friends & Favorites

BOOK  
COVER  
ART

① Voice over IP Fundamentals

by Jonathan Davidson, et al

Our Price: \$50.00

Usually ships in 24  
hours

Cisco Pr

Hardcover - 408  
pages

1 edition (March 27,  
2000)

Johnny's Rating: ★★★★★

Last updated Jul 6,  
2000

[Add to Cart](#)

[Add to Wish List](#)

[See your shared purchases](#)

DVD  
COVER  
ART

① More Barney Songs DVD

~ Barney

List Price: \$24.99

Our Price: \$21.24

You Save: \$3.75  
(15%)

Usually ships in 2-3  
days

Not Rated

Region 1 encoding (US  
and Canada only)

[Add to Cart](#)

Share your Favorite Areas [Edit](#)

Your Favorite Areas are not only great for navigation and  
personalization, but also handy for gift ideas. Share your  
favorite areas and your friends will be able to browse  
through the things that interest you most.

Friends & Favorites | Top Reviewers | Purchase Circles | Discussion Boards | Refer-A-Friend | Free e-Cards

FIG. 3A



amazon.com

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ELECTRONICS

SOFTWARE

TOYS & VIDEO GAMES

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HOME LIVING

HOW TO ORDER

GIFT IDEAS

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PEOPLE

GO!

EXPLORE

• Your About You Area

• Wish List

• Purchase Circles

• Discussion Boards

• Top Reviewers

• Refer-A-Friend

• Free e-Cards

• Add a Reminder

WELCOME TO Friends & Favorites

Welcome, John Example! (if you're not John Example, [click here.](#))

You've already added names to your Favorite People list. Now add some more! Find people you know using the Search box located on this page. Go to [Amazon.com's Top Reviewers page](#) and track down reviewers whose opinions you respect. Be sure to [update your About You area](#) so that people can get to know you.

Doug Vaughn recently reviewed:

BOOK COVER ART

①

[Tides of War: A Novel of Alcibiades and the Peloponnesian War](#)

by Steven Pressfield

Doug Vaughn's Rating and Review

★★★★★ If it weren't true it would be hard to believe Those who have read Pressfield's previous book, Gates of Fire, will have a hard time recognizing this novel as being the same author's work. Whereas that one was focused on a single battle and thus had a limited time and place imposed on the action, Tides of War deals with the entire Peloponnesian war (all 27 years) and is all over the place in both time and location. One problem, for sure, for many readers will be the 'voice' of the story. It is told by someone who gets it from his grandfather... [see entire review](#)

In the Newport Beach, Ca Purchase Circle:

BOOK COVER ART

①

[The Power Game : How Washington Works](#)

by Hedrick Smith

► [See more unique Newport Beach, CA bestsellers](#)

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All Favorite People

[Doug Vaughn](#)

Favorite People list [Edit](#)

Manage Your Friends & Favorites

• [Edit Your About You Area](#)

• [Add/Edit Shared Purchases](#)

• [Manage Favorite People List](#)

• [Add Trusted Friends](#)

your PARTICIPATION

Favorite People: 1

Shared Purchases: 0

Items on Wish List: 1

top REVIEWERS

#3 [Angel Lee](#)

PHOTO

Reviews written: 256

Helpful votes: 1976

#4 [Donald W. Mitchell](#)

PHOTO

Reviews written: 372

Helpful votes: 2840

► [See the Top Reviewers List](#)

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Friends & Favorites

Top Reviewers

Purchase Circles

Free e-Cards

Discussion Boards

Refer-A-Friend

FIG. 3B





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LAWN & PATIO

TOOLS & HARDWARE

YOUR ACCOUNT

HELP

Search People: All

GO

Your Favorite People: Select

GO

Friends & Favorites > Your About You Area > Reviews

PERSONAL PROFILE

Claim your reviews

Your Private Reviews (View your public reviews) 1 of 1

COVER ART

(dvd)

Mary Poppins DVD

~ Julie Andrews

~~List Price: \$29.99~~

You Save: \$9.00 (30%)

Usually ships in 2-3 days

Rated G

Region 1 encoding (US and Canada only)

Add to Cart

Add to Wish List

Your personal info: [Edit](#)

Viewable by the public:  
Nickname: johnnyex

Viewable by Trusted Friends only:  
Name: John Example  
E-mail: jexample@example.com

Your personal description: [Edit](#)

Viewable by the public:  
About me: I like to read history-related books and novels.

Add on image here. It's easy!

MORE TO EXPLORE

At a glance

Shared purchases:

0 (Trusted Friends only)

Wish List: 0 of 1 items purchased (Viewable by you only)

Favorite People: 1

your FAVORITE PEOPLE

All Favorite People

[Doug Vaughn](#)

Favorite People list [Edit](#)

Add Trusted Friends

E-mail this page to a friend!

Guidelines: Learn more about the ins and outs of Friends & Favorites.

★★★★★ Great music, great fun!

June 20, 2000

As my 2.5 year old son loves this movie, I have had to watch it at least 20 times. Yet I still enjoy it. The music and lyrics are great fun, and I find myself humming the tunes hours after each viewing. The acting is excellent, and the characters are charming.

Your Private Reviews (View your public reviews) 1 of 1

Friends & Favorites

|

Top Reviewers

|

Purchase Circles

|

Discussion Boards

|

Refer-A-Friend

|

Free e-Cards

FIG. 3C



amazon.com

HELPER

YOUR ACCOUNT

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TOOLS & HARDWARE

SEARCH

DVD

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cast list

quotes & trivia

editorial reviews

customer reviews

See more by the cast & directors

Julie Andrews

Dick Van Dyke

Robert Stevenson

(1)

ALBUM COVER ART

The Sound Of Music

~Richard Rodgers, Oscar Hammerstein II

Mary Poppins (1964)

DVD COVER ART

List Price: ~~\$29.99~~  
Our Price: \$19.49  
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Release Date: July 4, 2000. You may still order this title. We will ship it to you as soon as it is available

READY TO BUY?

PRE-ORDER THIS ITEM TODAY  
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Customers also bought

these Videos

these other items

Customers who bought this DVD also bought:

Annie (November 7, 1999) VHS; Clamshell

Pete's Dragon (November 3, 1977)~Helen Reddy; VHS; Clamshell

Toy Story (November 22, 1995)~Tom Hanks; VHS; Clamshell

Click here for more suggestions...

Share your thoughts

e-mail a friend

about this DVD

Auctions and zShops sellers and our other stores recommend:

Dick Van Dyke~Mary Poppins 8x10 Photo (Price: \$6.99)

Visit the Music Store

ALBUM COVER ART

The Sound Of Music

~Richard Rodgers, Oscar Hammerstein II

Customer Reviews of the Day(what's this?)

Write an online review and share your thoughts with other viewers!

5 of 5 people found the following review helpful:

★★★★★ Is it impossible to make films like this anymore? July 3, 1999

Reviewer: A viewer from Deltona, FL

This movie is now 35 years old. It is smart, funny, fresh and as limber as the day it was released in August of 1964.

Was this review helpful to you? (YES) (NO)

11 of 12 people found the following review helpful:

★★★★★ FANTASTIC FANTASY January 7, 2000

Reviewer: Bob (see more about me)

TOP 50 Reviewer

To date, it is hard to think of a movie that integrated story, character, musical numbers, animation and live action as enchantingly as Mary Poppins.

Was this review helpful to you? (YES) (NO)

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YOUR ACCOUNT | HELP

WELCOME

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BARGAIN DVD

SEARCH

Customer Review Form

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customer reviews

See more by the cast & directors

Julie Andrews

Dick Van Dyke

Robert Stevenson

Share your thoughts

write a review

check purchase circles

e-mail a friend about this DVD

Already Own It?  
Rate It?

To improve your recommendations, change your rating:

☐ Not Rated

☐ ★★★★★

☐ ★★★★★

☐ ★★★★★

☐ ★★★★★

☒ ★★★★★

☐ I own it  
(Rate it)

DVD COVER ART

Mary Poppins DVD

~ Julie Andrews

Join the conversation! Write a review of this item and share your thoughts. Please be sure to focus your comments on the DVD. Read our review guidelines for more information. You can also look at some example customer reviews before you write your own.

OK. Let's get started!

Write Your Own Review

Under 13? Want to make your voice heard? Write your review [here!](#)

On a scale of 1 to 5 stars, with 5 stars being the best,

1. How do you rate this DVD?

2. Please enter a title for your review:

3. Type your review in the space below:  
(maximum of 1,000 words)

4. Display this information with your review:

☐ Your public nickname: dweiss  
(If you're not dweiss, [click here.](#))

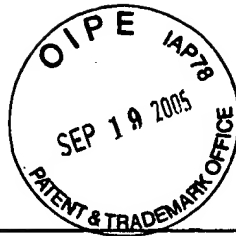
☒ Keep me anonymous

5. Where in the world are you?  
(Example: Seattle, WA USA)  

Newport Beach, CA USA

Preview your review

FIG. 5



amazon.com

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AUCTIONS

ART & COLLECTIBLES

ZSHOPS

KITCHEN

LAWN & PATIO

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YOUR ACCOUNT

HELP

Search People:   Your Favorite People:

TOP REVIEWERS

Top Reviewers

1 [Harriet Klausner](#)

2 [Frank Behrens](#)

3 [Angel Lee](#)

4 [Donald W. Mitchell](#)

5 [Michael Woznicki](#)

6 [Francis J. McIneney](#)

7 [Robert Morris](#)

8 [Doug Vaughn](#)

9 [Irvin Goodman](#)

10 [kex86](#)

11 [Gabrielle deLourdes-Re...](#)

12 [tronic\\_of\\_er](#)

13 [svrana](#)

14 [R.D. Allison](#)

15 [Michael J. Edelman](#)

16 [Scott Ryan](#)

17 [Heath McEwan](#)

18 [toolpig](#)

19 [Derek Mok](#)

20 [Rebecca](#)

21 [Bob](#)

22 [W.D. Peckenpough](#)

23 [Turgay BUGDAGIL](#)  
[FreelImageOnl...](#)

24 [Roy R. Behrens](#)

25 [shadowfire](#)  
[- mygotto](#)

27 [Laura Haggarty](#)

28 [Barron T. Laycock](#)  
[- Alex Leslie](#)

30 [Rick](#)

31 [Bonnie Gilbert](#)

32 [David Scott Roberts](#)

33 [allen smelling](#)

34 [Marmez1@aol.com](#)

35 [ambulocetus](#)  
[- Laurie Shallah](#)

37 [Robertino](#)

The ballots are in. The votes have been counted. Let's hear it for our Top Reviewers-- selected by Amazon.com customers like you. These clear-minded critics voiced their opinions about Amazon.com items. In turn, they supplied their fellow shoppers with helpful, honest, tell-it-like-it-is product information. Pleasee join us as we salute this topnotch group of review writers.

Questions about Top Reviewers? Get answers [here](#).

1 [Harriet Klausner](#)  
Total reviews written: 621

I was an acquisitions librarian in Pennsylvania and wrote a monthly review column of recommended reads. I found I liked reviewing and went on to freelance after my son was born.

I have 2 dogs, a corin and a pom, and four cats. Oh, I have a 21 year old....[more](#)

2 [Frank Behrens](#)  
Total reviews written: 341

Retired Junior High School teacher who now has a wonderful time lecturing about musical history and writing reviews for local publications up in New Hampshire and Vermont. Laments the death of the American Musical Comedy and the emphasis on....[more](#)

3 [Angel Lee](#)  
Total reviews written: 256

I am 25 years old & live in Cleveland, Oh. I work at home as a powerseller on Ebay. I love all arts & crafts. Some of my favorites are bookbinding, paper arts, marbling, papermaking, rubber stamping, collage, origami, calligraphy....[more](#)

4 [Donald W. Mitchell](#)  
Total reviews written: 372

My real passion is helping other to become much more effective in their lives from a professional and personal point of view. I want people to be about to use these improved lives to add goodness for those they care about.

This desire to serve is... [more](#)

page 1 of 11 | next

FIG. 6

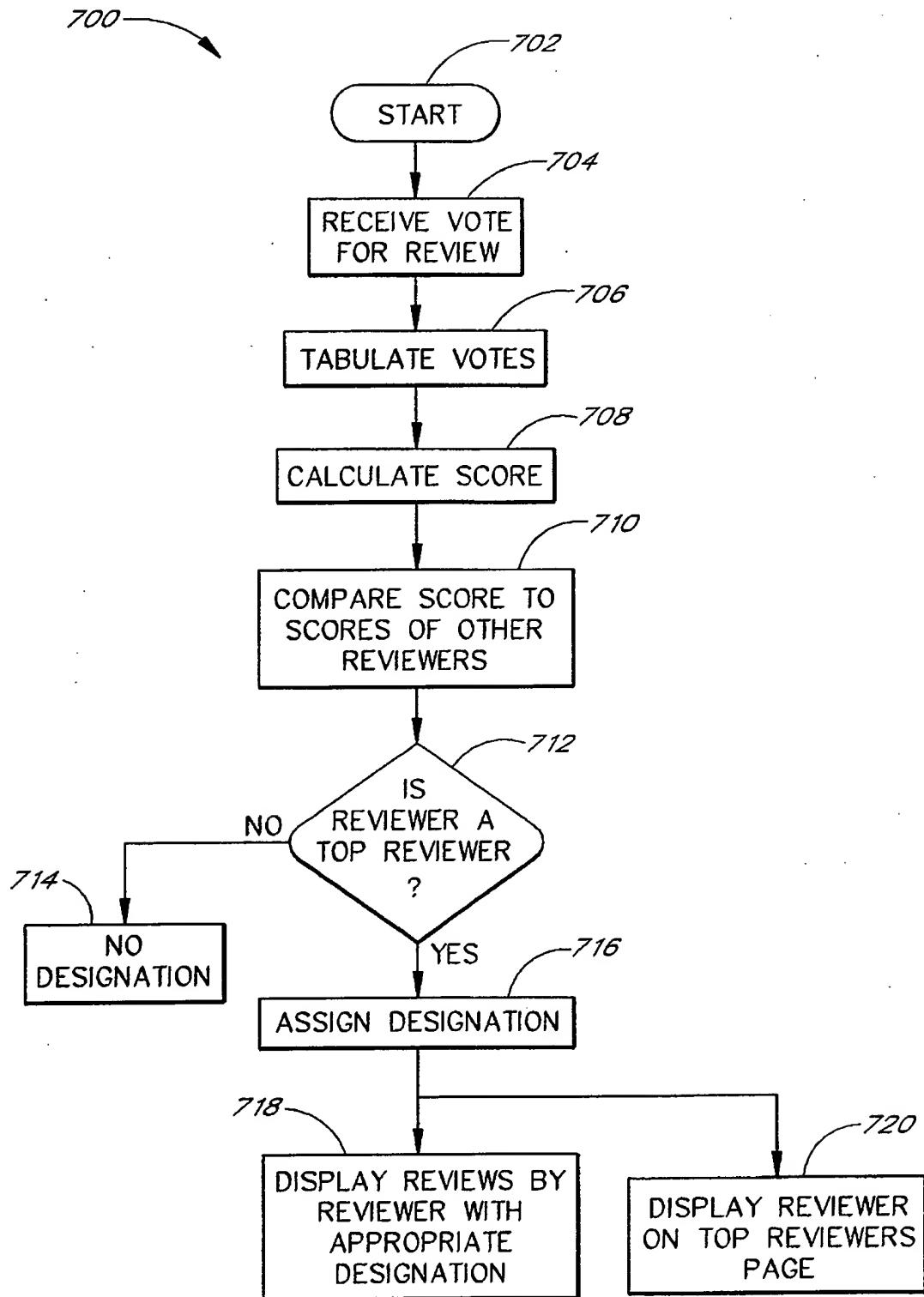


FIG. 7

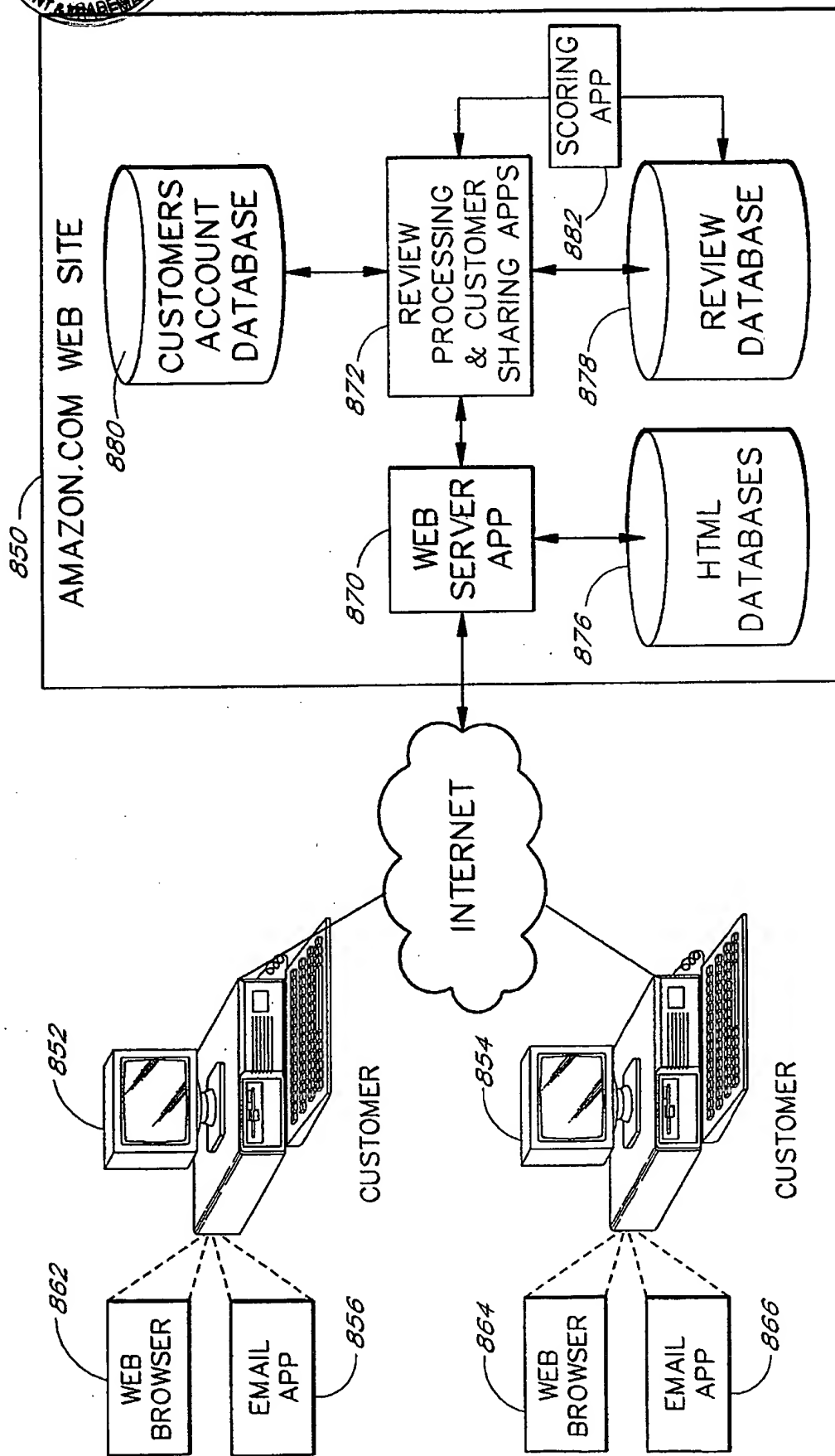


FIG. 8



amazon.com

WELCOME

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zSHOPS

MUSIC

INTERENATIONAL

TOP SELLERS

FRIENDS & FAVORITES

FREE E-CARDS

PLAYSTATION2

Search People: 

All Products

GO

Your Favorite People: 

Select

GO

Friends & Favorites > Friends & Favorites FAQ

Friends & Favorites: Frequently Asked Questions

1. What is Friends & Favorites?

Friends & Favorites is an Amazon.com service that puts you in touch with opinion and information from people who matter to you. Just add your friends and favorite reviewers to your Favorite People list. We'll gather up reviews, recommendations and opinions from your Favorite People and put it all right in front of you.

2. What's a Favorite People list?

Your Favorite People list is a group of other Amazon.com shoppers, friends, and favorite reviewers that you like and trust. If one of those people has created an About You area, or if you know that person's e-mail address, add him or her to your Favorite People list. Then, whenever one of your Favorite People writes a review, or comes up with an interesting recommendation, we'll put it on your customized Friends & Favorite home page. That way, you can keep track of people and opinions that matter.

3. Why should I participate?

Once you build your Favorite People list, your Friends & Favorites home page will begin to fill up with valuable, relevant product information. It's a fantastic way for you and your circle of friends to find great new products and become better-informed consumers.

4. I want to get involved. Where do I start?

First off, you can read up on all the great customers who are involved at Amazon.com. Visit our Top Reviewers page or search our directory to see if your friends have created a page devoted to their reviews, recommendations, and ideas. When you find someone who's interesting to you, just click the yellow Add button in the top right-hand corner of their page and they'll be automatically added to your list.

5. What's a Trusted Friend?

A Trusted Friend is a person who has permission to see a private view of your About You area. This private view can include personal information like name or e-mail and items from your list of Shared Purchases. Trusted Friends appear in your Favorite People list with a star icon next to their name.

6. What happens when I click the Upgrade button on someone's About You area?

We add that person to your group of Trusted Friends and dispatch an e-mail on your behalf. The e-mail notifies him or her of Trusted Friend status and offers an invitation to visit your "About You" page.

7. What happened to my Member Page?

Your Member Page has changed a bit. It's now called your About You area. Though the name is different and the layout is new, the information on the page is still the same. Now it's just easier to read and prettier to look at. We've also made it easier to edit and add information to this page. Just click on the edit buttons to see instructions for adding and editing information in those specific areas

FIG. 9A



#### 8. What's an About You area?

Your About You area is the place at Amazon.com where others can learn more about you. You can do all sorts of things to spruce it up. Write a little blurb about yourself. Add your photo. Write a product review. Create a Wish List. There's even a private area of your About You area where you are able to share your purchases with Trusted Friends.

#### 9. How do I turn off my About You area?

No problem. Please send e-mail to [community-help@amazon.com](mailto:community-help@amazon.com) and our customer service department will accomodate your request.

#### 10. I've noticed a page with objectionable content. What should I do?

If you feel another person has created an About You Area that contains objectionable content, please send e-mail to [community-help@amazon.com](mailto:community-help@amazon.com) and we will investigate the matter promptly. You can read our full guidelines [here](#).

#### 11. What is purchase sharing?

Purchase sharing is your opportunity to share a list of your purchases (including personal ratings and comments for each) with your group of Trusted Friends. Your Shared Purchases page is the part of your About You area that shows your Amazon.com purchases, comments, and ratings. Unlike the other areas of your About You area, your Shared Purchases page can be accessed only by the Trusted Friends that you invite or by anyone if you decide to make it public.

#### 12. Why should I share my purchases?

Purchase sharing is a great tool for helping your Trusted Friends become better-informed consumers, and for letting them get to know you a little bit better. By sharing stories about purchases--great deals, regrets, must-haves, etc.--you and your Trusted Friends will be able to learn from your experiences and discover smarter, more efficient ways to shop.

#### 13. How do I access someone else's Shared Purchases page?

If your friend hasn't made their Shared Purchases public you need an invitation. In this case you could wait to be invited by someone else, but we recommend that you take one of these more proactive approaches:

- Create your own Shared Purchases area, invite your friend, and encourage him or her to return the favor and invite you to his or hers Shared Purchase area.
- Add the person you want to be able to see your page to your group of Trusted Friends. As part of this process, he or she will receive an e-mail on your behalf inviting him or her to visit your Shared Purchases area.
- Call your friend, tell him or her about purchase sharing, and ask if s/he is interested in sharing information with you.

#### 14. May I choose which purchases appear on my Shared Purchase page?

Definitely. When you set up your Shared Purchases page, you decide which purchases you want to share with your friends and which ones you'd like to keep private. Each time you buy something new, we'll ask whether you want to add it to your Shared Purchases. If you change your mind, you can add and delete purchases, comments, and ratings from your Shared Purchases page at any time.





#### 15. Who can access my Shared Purchases page?

Unless you make your Shared Purchases public only the people you invite as Trusted Friends will be able to access your Shared Purchases page at Amazon.com. When these people respond to your invitation, they become Trusted Friends on your Favorite People list. You'll know who these people are because they'll have a star next to their name when you view your Favorite People list. (You can add and delete names from your Trusted Friends list at any time.)

#### 16. How does Amazon.com keep my purchase information secure?

We take customer privacy very seriously at Amazon.com. The people you've invited to be Trusted Friends are able to see your Shared Purchases page only if they are logged into Amazon.com's secure server and recognized in our database as your Trusted Friends. If for any reason you decide that you no longer want a person to have access to your purchase information, you can delete that person's name from your group of Trusted Friends, and he or she will no longer be able to access your Shared Purchases page.

Go back to the [Friends & Favorites](#) home page.

[Friends & Favorites](#) | [Top Reviewers](#) | [Purchase Circles](#) | [Discussion Boards](#) | [Refer-A-Friend](#) | [Free e-Cards](#)

#### Where's My Stuff?

- Track your [recent orders](#).
- Use [Your Account](#) to view or change your orders.

#### Shipping & Returns

- See our [Shipping Rates & Policies](#)
- Read our [Returns Policy](#)

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[International](#) | [Top Sellers](#) | [Friends & Favorites](#) | [e-Cards](#) | [Play Station2](#)

Our International Sites: [United Kingdom](#), [Germany](#), [France](#)

*FIG. 9C*



amazon.com

WELCOME

BOOKS

MUSIC

DVD & VIDEO

ELECTRONICS

SOFTWARE

TOYS & VIDEO GAMES

HEALTH & BEAUTY

HOME LIVING

HOW TO ORDER

GIFT IDEAS

TOP SELLERS

FRIENDS & FAVORITES

FREE E-CARDS

AUCTIONS

ART & COLLECTIBLES

ZSHOPS

KITCHEN

LAWN & PATIO

TOOLS & HARDWARE

YOUR ACCOUNT

HELP

Search People: 

All

(GO)

 Your Favorite People: 

Select

(GO)

**Purchase Sharing**  
with Trusted Friends

Share your purchases with your Trusted Friends

Now you can connect with your Trusted Friends in a whole new way--by sharing your Amazon.com purchases. You'll find out things you never knew about each other. Passions, interests, and hobbies that never came up in conversation will pop up in your lists of purchases. So go ahead. Choose the purchases you'd like to share. Give your purchases a star rating. Add comments. Make this page an information-packed resource for your Trusted Friends.

What is the Rating Scale?

The buttons numbered 1-5 represent the following ratings:

1

★ ★ ★ ★ ★

Don't like it

2

★ ★ ★ ★ ★

Not for me

3

★ ★ ★ ★ ★

I like it

4

★ ★ ★ ★ ★

It's Great

5

★ ★ ★ ★ ★

I Love it!

Items 1 to 25 are shown below.

FIG. 10A



|   |                      |                       |                       |                       |                       |                       |                       |
|---|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="checkbox"/> <u>Tarzan</u><br>Disney Studios  | <input type="text"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|   |                      | ?                     | 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="checkbox"/> <u>The Wiggles - Wiggle Time</u><br>The Wiggles(Primary Contributor)   | <input type="text"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|   |                      | ?                     | 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="checkbox"/> <u>Sesame Street - 1 2 3 Count With Me</u><br>Muppets(Primary Contributor)                                     | <input type="text"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|   |                      | ?                     | 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="checkbox"/> <u>Little Bear: Meet Little Bear</u><br>Little Bear(Primary Contributor), Maurice Sendak (Primary Contributor) | <input type="text"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|   |                      | ?                     | 1                     | 2                     | 3                     | 4                     | 5                     |
| <input type="checkbox"/> <u>Best of Kermit on Sesame Street</u><br>Alice Dinneen(Actor), et al  | <input type="text"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
|   |                      | ?                     | 1                     | 2                     | 3                     | 4                     | 5                     |

[Save Changes](#)   [Continue](#)

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**Shipping & Returns**

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[Shopping Cart](#) | [Your Account](#) | [Help](#) | [Sell Items](#)

[Amazon.co.uk](#) | [Amazon.de](#)

FIG. 10B



amazon.com

WELCOME

DIRECTORY

TODAY'S FEATURED STORES

DVD

BOOKS

HEALTH & BEAUTY

zSHOPS

MUSIC

▶INTERNETATIONAL▶TOP SELLERS▶FRIENDS & FAVORITES▶FREE E-CARDS▶PLAYSTATION2

Search People: 

All

GO

Your Favorite People: 

Select

GO

Friends & Favorites > Your About You Area > Favorite People > Invite Trusted Friends

Trusted Friends are people who have permission to see a private view of your About You area. This private view can include personal information like name or e-mail and items from your list of Shared Purchases. Trusted Friends appear in your Favorite People list with a star icon next to their name.

The people whose e-mail addresses you enter in the text box below will be notified of their Trusted Friend status and invited to visit your About You area.

Enter the e-mail addresses of the people you'd like to add as Trusted Friends

JohnDoe@example

Please separate each address with a coma.  
(e.g. janedoe@company.com, johndoe@school.edu, etc.)

Add

Friends & Favorites | Top Reviewers | Purchase Circles | Discussion Boards | Refer-A-Friend | Free e-Cards

Where's My Stuff?

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• Redeem or buy a gift certificate.

• Visit the Help Desk.

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International | Top Sellers | Friends & Favorites | e-Cards | Play Station2

Our International Sites: [United Kingdom](#), [Germany](#), [France](#)

FIG. 11A



amazon.com

WELCOME

BOOKS

MUSIC

DVD & VIDEO

ELECTRONICS

SOFTWARE

TOYS & VIDEO GAMES

HEALTH & BEAUTY

HOME LIVING

HOW TO ORDER

GIFT IDEAS

TOP SELLERS

FRIENDS & FAVORITES

FREE E-CARDS

AUCTIONS

ART & COLLECTIBLES

zSHOPS

KITCHEN

LAWN & PATIO

TOOLS & HARDWARE

YOUR ACCOUNT

HELP

Search People:

All

GO

Your Favorite People:

Select

GO

Your About You Area > Favorite People > Edit

Update your Favorite People List

The following are your Favorite People. You can change status of Favorite People or remove them from your list right here.

Your Favorite People:

Doug Vaughn

Trusted Friends

☐

Favorite People:

☒

Delete

☐

Save Changes

Trusted Friends in the making

You've previously invited the following people to become Trusted Friends, but they have not responded. If you want to send another note to any of these people, delete them from this list, and send them another e-mail.

People you've invited:

JohnDoe@example

Delete

☐

Save Changes

Receiving e-mails from others

☐ I'd rather not receive e-mail each time I'm added to a person's group of Trusted Friends.

Save Changes

Find out more about managing your Favorite People in the Friends & Favorites FAQ.

Friends & Favorites

Top Reviewers

Purchase Circles

Discussion Boards

Refer-A-Friend

Free e-Cards

Where's My Stuff?

Gift Certificates

Need Help?

- Track your recent orders.

- Use Your Account to view or change your orders.

- Get help redeeming a gift Certificate

- Order a gift certificate

- Forgot your password? Click here.

- Visit the Help Desk.

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Health & Beauty

Auctions

zShops

e-Cards

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Shopping Cart

Your Account

Help

Sell Items

Amazon.co.uk

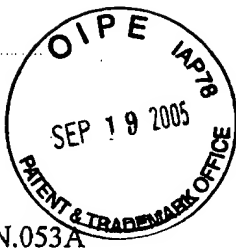
Amazon.de

FIG. 11B



|  |              |         |                 |                             |      |
|--|--------------|---------|-----------------|-----------------------------|------|
| Reply  | Reply All    | Forward | as attachment ▼ | <u>Download Attachments</u> |      |
| Delete   | Next   Inbox |         |                 | -Choose Folder- ▼           | Move |
|  |              |         |                 | <u>Add Addresses</u>        |      |
| <p>Date: Thu, Dec 1, 2000 08:54:33 -0700 (PDT)<br/>From: jexample@example<br/>To: JohnDoe@example<br/>Subject: Amazon.com Friends &amp; Favorites: Trusted Friend Invitation</p>   |              |         |                 |                             |      |
| <p>Hi !</p> <p>We're happy to tell you that you've been added to John Example's group of Trusted Friends at Amazon.com. As a Trusted Friend, you now have permission to see a private view of John Example's "About You" page. This private view features personal information such as purchases, ratings, and comments that John Example has chosen to share with Trusted Friends like you.</p> <p>Click on the link below to see John Example's About You area:</p> <p><a href="http://www.amazon.com/exec/obidos/ppl/i/123ABCDEFGF/">http://www.amazon.com/exec/obidos/ppl/i/123ABCDEFGF/</a></p> <p>With Friends &amp; Favorites, you get useful product information from friends you trust and people you respect. To learn more about this service, visit <a href="http://www.amazon.com/friends">http://www.amazon.com/friends</a></p> <p>-----</p> <p><a href="mailto:jexample@example.com">jexample@example.com</a> requested that we send this message. If you'd rather not receive an e-mail each time someone adds you as a Trusted Friend, please click the link below and update this preference.</p> <p><a href="http://www.amazon.com/exec/obidos/customer--lonk--management/">http://www.amazon.com/exec/obidos/customer--lonk--management/</a></p> <p>Amazon.com<br/>Earth's Biggest Selection<br/>Find, Discover, and Buy Virtually Anything<br/><a href="http://www.amazon.com">http://www.amazon.com</a></p> <p>If you have questions or feedback about this Amazon.com service, please e-mail us at <a href="mailto:friends-only@amazon.com">friends-only@amazon.com</a></p> |              |         |                 |                             |      |
| Delete   | Next   Inbox |         |                 | -Choose Folder- ▼ Move      |      |
| Reply  | Reply All    | Forward | as attachment ▼ | <u>Download Attachments</u> |      |

FIG. 12



AMAZON.053A

PATENT

**METHODS AND SYSTEMS FOR DISTRIBUTING INFORMATION WITHIN A  
DYNAMICALLY DEFINED COMMUNITY**

**PRIORITY CLAIM**

This application claims the benefit of U.S. Provisional Application No. 60/166,547, filed November 19, 1999 and U.S. Provisional Application No. 60/166,664, filed November 19, 1999 which are incorporated herein by reference in their entirety.

**Background of the Invention**

**Field of the Invention**

This invention relates to information distribution and filtering. More specifically, this invention relates to information processing methods for assisting users in sharing information related to transactions conducted over a network.

**Description of the Related Art**

Networked systems have become an increasingly prevalent and vital technology. Networks, such as the Internet, allow large numbers of computer systems and people to swiftly transfer data across the globe. Despite the tremendous benefits afforded by networking large numbers of systems and people together, significant challenges are posed as well. It has become increasingly difficult to evaluate the quality of data accessed over networks. The data often comes from sources unknown by the recipient. Thus each recipient often has to individually evaluate each incoming datum. Because it is impractical for individuals to evaluate large quantities of data, and because certain types of data cannot be adequately evaluated using automated systems, valuable data concealed in vast amounts of less valuable data is often ignored.

For example, online merchant Web sites commonly provide various types of informational services for assisting users in evaluating products and other offerings. Such services can greatly aid consumers in deciding which product or offering to purchase. These informational services are particularly valuable for online purchases, where customers do not have the opportunity to physically inspect or try out products.

One type of information service involves providing feedback from product users. The feedback may be in the form of reviews. These reviews may be from professional

reviewers or from customers. However, in conventional systems customer reviews often lack credibility, as consumers do not know if the review is from a "crank," who disapproves of every product, or from a very easy to please customer, who likes every product. Thus, when reviews disagree, consumers do not know which review to rely upon, making the reviews less useful. Further, when there are large number of customer reviews, it may be a tedious and time-consuming process locating the more worthwhile reviews. Therefore valuable reviews are often ignored.

### Summary of the Invention

This invention relates to information distribution and filtering. More specifically, this invention relates to information processing methods for assisting users in sharing information related to transactions conducted over a network, including historical purchase data and product evaluations. In one embodiment, in accordance with user instructions, a dynamic customer-defined community for exchanging information over a network is created. To further aid users, in one embodiment, data is distributed over a network to large numbers of remotely located individuals, one or more of which may provide feedback on the value or usefulness of the data.

For example, product reviews received from large numbers of product users may be distributed to large numbers of people, one or more of whom may evaluate one or more of the reviews. These evaluations may be used to indicate to readers the helpfulness or value of the reviews. Thus, one embodiment of the present invention advantageously helps on-line customers discover and evaluate products or offerings by presenting useful data or information, such as customer reviews, organized and presented so that the more useful reviews can be quickly located. By providing a system that allows customers to express their opinions and provide their expertise on products, customers can help each other determine what to buy and what to avoid. Further, customers reading other customers' reviews can rate the reviews, thereby helping identify which reviews are more useful, and which reviewers are more dependable.

The usefulness determination may be based on one or more factors. For example, the usefulness determination may be based on how similar the reviewer is in his or her opinions, interests, and preferences to those of the viewing customer. Similarly, past



purchases, education level, and demographic information may also be used in helping determine the likely usefulness of a given reviewer's reviews to a given customer. Further, the usefulness determination may be based on how valuable other customers have found the reviewer's reviews, as described in greater detail below.

Customers may provide their reviews using a variety of techniques. For example, customers may provide a review by filling out a review form or other user interface. The review form may request a rating on a rating scale, a one-line review summary, the review itself, the customer's name, the customer's e-mail address, nickname, and/or other personal or identifying information, such as their photograph, geographical location, educational achievements, and so on. Customers may also be identified during sign-in, via a user ID and password, by reading a cookie stored on the customer's computer, or using other techniques, in conjunction with submitting a review. Optionally, customers may be allowed to provide reviews anonymously, that is, without identification. In one embodiment, the customer can specify whether one or more of the customer's name, e-mail addresses, and/or other personal or identifying information are to be later displayed in conjunction with the review, or if the review should be displayed anonymously.

For example, the reviews submitted by customers are later displayed in conjunction with the offer of the product for sale. For non-anonymous reviews, the reviewer's name or nickname, as selected by the reviewing customer, will be displayed in conjunction with the review. Further, non-anonymous customer reviews are optionally linked to a reviewing customer's public profile, which provides additional public information about the review author.

Customers reading the reviews can rate individual reviews based on their perceived usefulness. The review rating may include a point score and/or a "useful" or "not useful" designation. The review ratings allow identification of the more useful reviews as well as the identification of customers who tend to provide more useful reviews. Reviews provided on product detail pages may include an indication noting which reviews have been considered useful or valuable by others. Thus, customers can help other customers by not only providing product reviews, but also by rating or reviewing those reviews. This allows customers trying to decide which product to purchase to quickly focus on reviews that others have already designated as being

useful. Further, customers reviewing products benefit by knowing they are helping others..

Further, the reviews may automatically be ranked for display, and/or filtered out, based on the votes they receive. For example, assuming multiple reviews have been submitted for a particular product, those voted to be the most useful may be displayed first (e.g., closer to the top of a product detail page). The reviews voted to be the least useful may be displayed in a less prominent location (e.g., near the bottom of a product detail page), or may be filtered out (not displayed).

Customers may be ranked based on the tally of useful and/or useless votes that they have received on their reviews. These customers may be identified with appropriate language, markers or other indicators in association with their reviews and on their profile page. For example, a reviewing customer may have a designation of "top 100" reviewer if the customer received enough "useful" votes to place the customer in the top 100 reviewers. This provides customers valuable feedback on how well they write reviews and provides a psychological incentive to improve their reviews so as to achieve a better designation.

Furthermore, customers looking for reviews by a highly rated reviewer can activate a link to view some or all of the reviews written by that reviewer. Thus, if a customer identifies a reviewer that the customer particularly likes, the customer can quickly access reviews by that reviewer. Further, when viewing reviews of a product, the customer can specify that a selected reviewer's review be presented first, at the beginning of a list of reviews. In one embodiment, the customer can specify that reviews written by a selected reviewer or reviewers be e-mailed to the customer.

In addition, another novel aspect of one embodiment of the present invention is that customers are given the ability to selectively share with other customers or people they know information about items they have purchased. A customer may be able to specify which specific individuals and/or groups the information is to be shared with. Further, the customer may specify that different types of information are to be shared with different specific individuals and/or groups.

By sharing their purchase information as well as other types of information, customers can help each other make better purchase decisions. Thus, the present

invention provides an efficient and accurate method of gathering customer purchase information and opinions, and sharing that information with designated recipients. These recipients can then base at least some of their future purchase decisions on the recommendations, experiences and purchase histories of others, and in particular, people they know and/or trust .

A novel infrastructure is provided that captures and stores customer-to-customer relationships for future use. This infrastructure facilitates future sharing of other types of information such as wish list, reviews, auctions, favorite artists, instant recommendations, shipping address, and so on.

#### Brief Description of the Drawings

Exemplary systems, processes, services and pages which implement the various features will now be described with reference to the following drawings, in which:

Figures 1A-B illustrate example profile pages for entering information related to a customer's profile;

Figure 2 illustrates an example page used to add a picture to the profile page illustrated in Figure 1A;

Figure 3A illustrates an example public profile page, including profile information entered into the profile page illustrated in Figure 1A;

Figure 3B illustrates an example customized review page;

Figure 3C illustrates an example page including reviews written by the user associated with the profile page illustrated in Figure 3A;

Figure 4 illustrates a product information page, including a review, a rating associated with the review author, and including a link to a review entry page;

Figure 5 illustrates an example review entry page;

Figure 6 illustrates an example page listing reviewers having selected rankings;

Figure 7 illustrates an example online process for receiving, processing, and presenting evaluations for reviews of the type shown in Figure 4;

Figure 8 is an architectural schematic illustrating an exemplary set of components which may be used to implement the customer profile form, customer reviews, rating of customer reviews, rating of reviewers, and personal purchase circles;

Figures 9A-C illustrate an explanation page that explains what the different statuses that can be assigned by one customer to another customer;

Figures 10A-B illustrate an example customer purchase sharing page for specifying for which of a customer's purchases is information to be shared with designated others;

Figure 11A illustrates an example page used by a customer to specify who may view the customer's purchase sharing page;

Figure 11B illustrates an example page used by a customer to change the status of another user with respect the customer and to display who has been invited to view the customer's purchase sharing page but has not responded.; and

Figure 12 illustrates an example e-mail notification informing an invitee to view a customer's purchases page.

#### Detailed Description of the Preferred Embodiment

Throughout the following description, the term "Web site" is used to refer to a user-accessible network site that implements the basic World Wide Web standards for the coding and transmission of hypertextual documents. These standards currently include HTML (the Hypertext Markup Language) and HTTP (the Hypertext Transfer Protocol). It should be understood that the term "site" is not intended to imply a single geographic location, as a Web or other network site can, for example, include multiple geographically distributed computer systems that are appropriately linked together. Furthermore, while the following description relates to an embodiment utilizing the Internet and related protocols, other networks, such as networked interactive televisions, and other protocols may be used as well. In the figures, words and phrases are underlined to indicate a hyperlink to a document or Web page related to the underlined word or phrase. In addition, unless otherwise indicated, the functions described herein are preferably performed by executable code running on one or more general purpose or computers or on servers.

The present invention relates to information processing methods for assisting users in sharing information related to transactions conducted over a network, including historical purchase data and product evaluations. In addition, in one embodiment, is related to

feedback processing, and in particular to methods and systems for processing distributed feedback received over a network. Data is distributed over a network to large numbers of remotely located individuals, one or more of which may provide feedback on the value or usefulness of the data.

Advantageously, a review processing system helps customers select which items to purchase and helps customers learn about products or offerings by presenting useful information, such as customer-authored product reviews. Customers can thus help each other determine what to buy and what to avoid. Further, customers can rate product reviews, thereby identifying which reviews are the most useful and which reviewers tend to provide more useful reviews. For example, product reviews received from large numbers of product users by an online merchant may be distributed to large numbers of people, one or more of whom may evaluate one or more of the reviews. To help customers quickly locate the more helpful reviews, these evaluations may be aggregated and displayed in association with the reviews. Reviewer profiles are generated so that customers can better locate reviewers whose opinions they are more likely to find helpful. The review processing system may be associated with a particular merchant Web site, or may be used across multiple Web sites for several corresponding merchants.

As described in greater detail below, to further provide helpful customer generated shopping information, customers can selectively share information regarding purchases with friends, family, and others.

Because consumers or customers are very interested in product reviews by other customers, and in purchases made by those whose opinions they value, a merchant which provides such customer reviews, helpful review ratings, and provides for the sharing of purchase information among customers, is more likely to be visited by additional consumers. These additional visiting consumers may make purchases at the merchant's site, thereby improving the merchant's sales.

The following detailed description will first describe the process of generating customer profiles, then describe the actual review generation and display process, the process of reviewing reviews, and the process of ranking reviewers. In addition, a novel process whereby customers can automatically and selectively share their purchase

information with each other will be described. Additional embodiments of the present invention will then be described with reference to the figures.

As discussed above, in addition to providing customer reviews, a profile is optionally generated for a given customer reviewer. As will be discussed in greater detail below, all or portions of the profile may be presented in conjunction with the reviewer's reviews as part of the reviewer's public profile. This provides a more tangible identity readers can better relate to, and further enhances the credibility of the reviews.

The generation of reviewer profiles will now be discussed in more detail. The customer profile is stored in a customer database located connected to the merchant's Web site. Initially, the profile may contain limited or no information. Information may be added to the profile using a variety of techniques. For example, when a customer goes through a setup process, discussed in greater detail below, a profile template or form is presented to the customer. The customer may enter profile additional information into the form and specify what additional information is to be displayed on the customer's public profile page, that is, the page or pages containing profile information viewable by the public.

In one embodiment, even if the customer has not gone through the profile setup process, when the customer writes a non-anonymous review, those non-anonymous reviews will appear either directly or as a link on a customer's public profile page, also termed a "user page" or an "about you area" page. However, in this instance, the profile page will not contain profile information received from the profile setup process.

In addition, where the reviewer has not gone through the profile generation process, in order to associate reviews with a particular reviewer, past non-anonymous reviews are analyzed, and based on the e-mail addresses associated with the past non-anonymous reviews, the review processing system deduces which customer account or accounts are likely to be associated with the review author. Corresponding account identifiers are then included in the customer's public profile for later confirmation by the customer. An e-mail or Web site notification is optionally provided to the customer, informing the customer of the added public profile information and, where appropriate, requesting confirmation of the added information. Further, in one embodiment, the

profile page will not show any customer information until the customer explicitly sets up his or her page.

The customer/author profile may include one or more of the following:

1. Author's picture
2. Author's self description
3. Author's nickname
4. Author's name
5. Author's e-mail address
6. The non-anonymous reviews that the author has written
7. The number of non-anonymous reviews that the author has written
8. The number of useful or helpful votes that each review has received
9. The number of useful or helpful votes that the author has received through his or her reviews
10. The date the customer first became a customer, registered, created the profile, and/or last edited the profile
11. Hobbies
12. Favorite sports teams
13. Previously purchased products
14. Customer demographic information, optional including one or more of the following: geographical location, age, gender, profession, education, income, marital status, number of children, political affiliations, religious affiliations, ethnicity
15. The author's preferred or favorite reviewer or reviewers

The above profile items are discussed in greater detail below.

For one or more of the above items, the customer is optionally allowed to designate which items are to be public, that is, available for viewing by anyone visiting the merchant Web site, and which items are to be private, that is, not available to the general public. For example, in one embodiment, viewing of private items is restricted to the customer. In another embodiment, viewing of private items is restricted to the customer and to those specifically designated by the customer. Optionally, the review processing system can designate certain information to be public and certain information to be private.

A preview of the public profile is presented to the customer for approval or for editing before the profile is published. Customers can then later edit their profile information, as well as the private/public designations. The edited information may be

updated upon submission of the changes, or it may take a period of time until the changes are made available to others.

A viewer can access a public profile page by activating a link within or adjacent to a review provided by the customer, by typing in the customer's name, and/or by searching on the customer's name or nickname. The public profile may include or link to the customer's public profile information, non-anonymous reviews written by the customer, and other information. Furthermore, as discussed below, the reviews may optionally be displayed in conjunction or linked to customer feedback with respect to the reviews. The customer feedback may be in the form of ratings of the customer's reviews and/or the number of "useful" and "non-useful" votes received for the reviews. In addition, the customer's overall review rating or ranking based on ratings provided by others can be displayed. The count of all the reviews a customer has written may also be displayed. The customer may optionally be allowed to designate some or all of this information as private or public.

The profile items listed above will now be discussed in greater detail. With respect to the review author's picture, by including a customer's picture on the customer's public profile page, the reviewer will have more creditability with readers of his or her review, and reader can better identify or relate to the reviewer. In one embodiment, customers can optionally supply a URL to an image, such as picture or photograph, located at another Web site. The photograph may be shown immediately with the profile once the profile is published. In one embodiment, the customer can supply any size picture, however the width and height may be restricted through the use of an appropriate image tag.

Customers may be allowed to later change the URL to their picture. Once a new URL is provided, the changed URL may be available immediately. In another embodiment, rather than provide a URL to a photograph, customers may upload a photograph to the merchant Web site, which then hosts the photograph so that it can be served to remote terminals used by viewers.

With respect to the self-description information, customers can describe themselves in a free-form manner, allowing customers to build any identity, real or imagined, for viewing by others. The self-description may be limited to a certain number



of characters, such as 4,000 characters. After the self-description is submitted, any HTML tags may optionally be deleted before storing the description in the database. Customers may be allowed to designate their self-description as public or private. The self-description field may optionally pre-populate if the customer has already provided the self-description, such as during the registration process when entering a wish list.

With respect to a review author's nickname, inclusion of a nickname as part of the customer's profile advantageously allows customers to maintain a significant level of anonymity and to create an alter ego by posting reviews under their nickname rather than their actual name. At the same time, by including nicknames, reviews will still be attached to a tangible identity, adding credibility to the reviews and allowing readers of the review to "get to know" the reviewer.

While in one embodiment the same nickname may be used by more than one customer, in another embodiment, nicknames are unique, so that two people cannot have the same public identity. However, to allow greater freedom in choosing nickname, optionally, only active nicknames have to be unique. Thus, when a customer creating his or her profile enters a nickname, that nickname is compared to already existing customer nicknames. If someone else is using the entered nickname, then the customer may be requested to select a different nickname. The process repeats until the customer either enters or selects a unique nickname or exits the nickname selection process. In order to speed-up the selection of a nickname, the customer is optionally presented with a selection of unique nicknames from which to choose or may be assigned a nickname.

Nicknames may be used by customers to quickly locate reviewer-related information. For example, when someone wants to locate information on a particular customer, or locate other reviews by a particular customer, they may enter the customer nickname into a search field and activate a search function. The requester is then presented with the customer's public profile page, including the customer's reviews or links to the customer's reviews. This search feature allows users to quickly and easily find pages and reviews associated with a given reviewer and nickname. In one embodiment, if a searcher enters a previous customer nickname that is no longer in active use, the entered nickname will be compared against inactive or historical nicknames. If a

match is found, the searcher is be presented with the reviewer's profile page and reviews, as well as a notification of the reviewer's new nickname.

The customer's nicknames as well as some or all of the other customer profile information may be used across multiple sites and electronic commerce stores associated with a merchant and/or a merchant site. For purposes of illustration, the merchant Web site in the disclosed implementation is the Web site of Amazon.com. As is well known in the field of Internet commerce, the Amazon.com site includes functionality for allowing users to browse and make online purchases from a catalog of millions of book titles, as well as to purchase toys, games, electronics, music, videos, home improvement items, cars, and the like. Amazon has an associated auction site, as well as "zShops," and other retail stores. A selected customer nickname may be used across several or all of the sites associated with Amazon, which is a significant convenience for the customer. In another embodiment, different nicknames may be used for different related sites, as well as for unrelated sites.

To enhance user customization, customers may optionally be allowed to change their nicknames. The new nickname may be immediately available or may be available after a time lag. Optionally, a customer may be required to select a nickname and have the nickname displayed on their public profile page and/or their reviews. In another embodiment, the selection of a nickname is optional, and the user may elect to keep the nickname private. In one embodiment, in response to a search request or the activation of a nickname history link, or other user actions, a customer and/or other viewers may be presented with nickname history, that is, a list of previous nicknames associated with the customer.

To further personalize communications with customers, the customer's nickname or actual name, as included in the customer's profile information, may be used as part of a salutation or greeting to the customer when communicating to the customer. For example, if the customer's name is "John Doe," e-mails or customer-specific Web pages may include the greeting "Hi John!" or "Hello Mr. Doe" The customer name will optionally pre-populate a profile template name field if the customer has already provided the name, such as during a customer registration process, while creating a wish list, while ordering a product , or while otherwise accessing the merchant Web site.

With respect to the author's e-mail address, customers can choose to communicate with visitors to their public page by having their e-mail address displayed to viewers. Optionally, to better ensure the integrity of the review process, customers may be required to supply an e-mail address. The e-mail address may be displayed as soon as the profile page is published. In one embodiment, e-mail addresses do not have to be unique. If there are multiple identical e-mail address, an e-mail address selection process will use selection and validation rules. Optionally, as a default, the e-mail address is designated as "private," that is, not displayed to the public. However, the customer can change the designation to "public," in which case the customer's e-mail address will be displayed on the customer's public profile page. The e-mail address field may optionally pre-populate if the customer has already provided the e-mail address, such as during the registration process.

In order to prevent unauthorized access, authentication of the customer is performed before permitting the customer to setup or edit a profile. For example, before accessing a profile page, customers may be required to register and/or to have already purchased items from an associated merchant site. The registration process may request that the customer provide information such as name, shipping address, billing address, and/or e-mail address. Customers may also be identified or otherwise authenticated during sign-in, via a user ID and password or otherwise recognized, in conjunction with submitting a review. In one embodiment, the customer can specify whether one or more of the customer's name, e-mail addresses, and/or other personal or identifying information are to be later displayed in conjunction with the review. Optionally, reviewers may be allowed to provide reviews anonymously, that is, without identification.

One embodiment of the review entry process will now be described. In one embodiment, a "review entry" link may be provided in association with a product. By activating the link, a user is presented with a review entry form. The review form accessed by the customer may request a rating on a rating scale, a grade, a one-line review summary, and/or a full textual review.

Optionally, to insure the integrity of the reviews, a potential reviewer is authenticated before being allowed to submit a review. If the potential reviewer has not

yet established an account, the potential reviewer is asked to establish a customer account. Alternatively, anyone may be allowed to submit a review.

To further increase the integrity of the review process, customers may be restricted to submitting or having displayed only one review for each product. This avoids having one customer who loves or hates a product from skewing the impression upon readers by submitting multiple reviews stating one point of view. Thus, in one embodiment, a review database is analyzed to determine if the customer has previously submitted a review of a given product. If not, then the review is accepted and stored in the review database for later display.

If the customer has previously submitted a review for the product, the reviewer is so notified and prevented from submitting additional reviews for that product. In another embodiment, the new review may be accepted, but not displayed. In still another embodiment, the customer may be offered a choice of which review is to be displayed. In yet another embodiment, the new review is accepted, stored, and later displayed in association with the product, but the older review is automatically removed from display on the merchant Web site, and optionally deleted from the review database.

If the customer has not yet filled out a profile form, such a form may now be presented to the customer before the review form is provided. As previously described, personal information, such as the customer's name, the customer's e-mail address, nickname, and/or other personal or identifying information, such as photograph, geographical location, education, and so on, may be requested or some or all of the information may have already been gathered during the registration process.

The reviews submitted by customers are later displayed in conjunction with the offer of the product for sale. For non-anonymous reviews, the reviewer's name or nickname as selected by the reviewing customer, will be displayed in conjunction with the review. Further, as discussed below, non-anonymous customer reviews optionally link to the reviewing customer's public profile provides additional information about the author of the review.

The customer may elect to have the review displayed with all or a portion of the customer's name as provided during the registration process, or may elect to have the customer's nickname displayed instead. As a default, all or a portion of the customer's

nickname as entered in the customer's profile page will be displayed in association with the customer's review, unless the customer instructs otherwise. If the customer has not created a public profile, then as default, all or a portion of the customer's actual name will be displayed, subject to change by the customer. Alternatively, the consumer may elect to have the review presented anonymously, that is, without a customer identifier, such as a name or nickname.

In one embodiment, the customer's name or nickname presented in association with non-anonymous reviews is linked to the customer's profile page. Thus, when a viewer activates the link, the viewer will be presented with the customer's profile page, including the information that the customer has designated as "public," but excluding the information that the customer has designated as "private." If the review is anonymous, then the review is not linked to the customer's profile page.

The evaluation and rating of reviews will now be described in detail. To further enhance the usefulness of customer reviews, and to enable other customers to more quickly and accurately locate useful customer reviews, individual customer reviews may be rated or reviewed by others. For example, the customer reviews may be rated or voted on as "very useful," "very helpful," "useful," "helpful," "not helpful," or "not useful" by others, or the customer reviews may be rated on a point or star system, where the higher the number of points or stars, the more useful or the better the review. In one embodiment, rating of customer reviews may be restricted to other customers, as opposed to the general public reading the reviews. This enhances the reliability of the ratings, as it is less likely that the other customers will be pranksters giving random ratings than is the case with non-customers. However, in another embodiment, the rating of customer reviews may be performed by the general public, to thereby obtain a larger voting base.

To ensure the integrity of the rating process, if a customer has previously rated or reviewed a review, the customer is so notified and prevented from submitting additional ratings for that review. In another embodiment, the new rating may be accepted, but not displayed. In still another embodiment, the customer may be offered a choice of which of the customer's ratings is to be used. In yet another embodiment, the new rating is accepted, stored, and later used in rating the reviewer, but the older rating is automatically no longer user in rating and/or rating the reviewer. To further ensure the

integrity of the rating process, customers are optionally prevented from rating their own reviews. Once a customer has submitted their rating of the review, the customer may be redirected back to the product item page from which the customer had previously linked to provide the rating.

The number of "useful" and/or "not useful" votes or the like that a review has received may affect how the review is displayed on the merchant Web site. In addition, the number of "useful" and/or "not useful" votes that a customer's reviews receives may affect how information about the reviewer is displayed on the Web site.

Customers may be ranked based on the tally of useful and/or useless votes, or the like, that their reviews have received. In tallying votes, a "useful" vote may have a value of "1," and a "not useful" vote may have a value of "-1." For example, a reviewer with 100 "useful" votes and 20 "not useful" votes may have a tally or score of 80. In another embodiment, the tally may be based on only "useful" or on only "not useful" votes, or equivalents thereof. The "useful" and "not useful" votes may optionally be assigned different values. For example, a "useful" vote may be assigned a value of "2" and a "not useful" vote may be assigned a value of "-0.5," so that "useful" votes are weighted more heavily than "not useful" votes.

Optionally, the tally of ratings given to anonymous reviews is tracked separately from those given to non-anonymous reviews. In addition, the total tally of all ratings may also be tracked. In one embodiment, a rating of a reviewer's anonymous review is given less weight than that of a rating of a non-anonymous review by the reviewer. For example, a "useful" vote for a non-anonymous review by a given reviewer may be assigned a value of "2," while a "useful" vote for an anonymous review by the given reviewer may be assigned a value of "1." Generally, this allows non-anonymous reviews and their authors to more easily attain higher scores or ratings than anonymous reviews, thereby encouraging reviewers to provide non-anonymous reviews, which generally appear more credible to readers.

The tally or tallies discussed above may be continuously calculated in substantially real-time as new ratings are received, or periodically, such as once every day.

All or some of the ranked customer reviewers may be identified with appropriate language, markers or other indicators in association with their reviews and/or on their profile page. For example, each customer review may have the tally, score, rating and/or ranking displayed with or linked to the review. In another example, only selected reviewers are identified by their rating or score. For example, only reviewers having a tally or score above a certain amount or having a certain rating or better may be identified. Thus, in one embodiment, a reviewing customer may have a designation of "top 100" reviewer if the customer received enough "useful" votes and/or few enough "not useful" votes to place the customer in the top 100 reviewers. This provides customers valuable feedback of how well they write reviews and provides a psychological incentive to improve their reviews so as to achieve a better designation.

In one embodiment, where a "useful" or helpful vote is worth 1 point, and a "not useful" or "not helpful" vote is worth 1 point, and the customer/reviewer score is equal to the useful votes minus the not useful votes, the following or similar designations are displayed to viewers next to the reviewer's reviews, review summaries, and/or public profile page:

| Score    | Designation             |
|----------|-------------------------|
| < 250    | No designation          |
| 250-999  | "Trusted Reviewer"      |
| 999-4999 | "Very Trusted Reviewer" |
| > 4999   | "Most Trusted Reviewer" |

The reviewer may be given a reward in recognition of achieving or bettering a predetermined score, rating or ranking. For example, if the reviewer has achieved a score of better than 999, the reviewer may receive a discount, gift certificate, or free product. Other types of rewards may include having items that the reviewer is auctioning be given highlighted or given special emphasis. In addition, information, or a link to information, on the auction item or other item for sale by the reviewer may be included on the review's profile page.

In addition, a reviewer's rating may affect the positioning of the reviewer's review in a group of reviews. For example, the better the rating of the reviewer, the better or higher positioning of the reviewer's review. The review placement may be based on other factors in addition to or instead of the reviewer rating, such as on the

recentness of the review, the number of similar products purchased by the reviewer from the merchant site, or other factors. Further, the placement of a given review within a group of reviews may be different from viewer to viewer.

For example, the placement of a given review may be based at least partly on the viewer's profile and/or purchase history, and not just on the reviewer's rating or rating. Similarly, if a reviewer has been designated as a favorite or preferred reviewer by the viewer, then a review by that reviewer may be given higher or more prominent placement. In one embodiment, the placement of a given reviewer's review in a group of reviews may be partly based on how similar the reviewer is in his or her opinions and preferences to those of the viewing customer.

Thus, for example, if the product being reviewed is a book, the review of a first reviewer with a relatively lower rating or ranking than a second reviewer, but who has purchased several of the same or similar books as the viewer, may have a higher placement than a review from the second, higher ranked reviewer, who has purchased relatively fewer or none of the same or similar books as the viewer. However, for another viewer with different characteristics or having a different purchase history, the second reviewer's review may have a higher placement than the first viewer.

The reviewer's geographical location, education, expressed interest in various areas, such as history, science, and so on, as compared to that of the viewer, may affect the review placement as well. Information about the viewer's characteristics, including the viewer's purchase history, may be retrieved from a cookie stored on the viewer's computer and/or retrieved from the viewer's account information stored in a merchant database.

The placement of the customer's own review may be given a prominent placement when the customer activates a link or otherwise accesses reviews for a particular item or product that the customer has reviewed. For example, the customer's own review may be provided as the first review and/or may be bolded, specially colored, or otherwise emphasized.

In order to appropriately place reviews, in one embodiment the viewer's identity is ascertained so that the viewer's characteristics may be stored in the viewer's customer profile, and can be located in the appropriate customer database. The viewer's identity



may be determined by reading the viewer's cookie, by the viewer logging in to the Web site, or using other known techniques. The term "identity" is used to refer to one or more of the viewer's actual name, the viewer's account, the viewer's computer, or other types of identity.

To further facilitate customers' ability to locate useful reviews, customers looking for reviews by a highly rated reviewer can activate a link to view several or all of the reviews written by that reviewer. Thus, if a customer identifies a reviewer that the customer particularly likes, the customer can quickly access reviews for different products or items by that reviewer. Further, when viewing reviews of a product, the customer can specify that a selected reviewer's review be presented first, at the beginning of a list of reviews. In one embodiment, the customer can specify that reviews written by a selected reviewer or reviewers be e-mailed to the customer.

In addition, a customer can request that only the reviews of reviewers having achieved a high rating should be displayed. For example, the customer can select the rating level that a reviewer or review needs to achieve before the review is displayed to the customer. The customer can also request that the customer be notified when a particular reviewer submits a new review. The customer may request that the notifications be filtered based on the item being reviewed, the category of item being reviewed, when the particular reviewer provides a favorable review, such as a 3 star or better review. Thus, customer can quickly find out when a new, well received product is available. In addition, the customer may be request that the customer be notified whenever a new review is submitted for a selected item. The notifications are then provided in accordance with the customer's requests.

Thus, the review evaluations allow customers deciding which product to purchase to quickly focus on helpful reviews that others have already designated as being useful. In addition, a customer can quickly access reviews by reviewers whose opinion the customer values. Further, customers rating products benefit by knowing they are helping others.

In addition, another novel aspect of one embodiment of the present invention provides customers the ability to selectively and automatically share with others information about items they have purchased. The customer can specify which specific

individuals and/or groups the information is to be shared with. Further, the customer may specify that different types of information are to be shared with different specific individuals and/or groups. Customers are thereby provided the ability to dynamically specify which information should be kept private and how private to keep certain information.

By selectively sharing purchase information, reviews, as well as other types of information online, customers can help each other make better purchase decisions while maintaining a desired level of privacy, thereby increasing customer satisfaction and decreasing returns. Thus, the present invention provides an efficient and accurate method of gathering and customer purchase information and opinions, and sharing that information with designated recipients. These recipients can then use the recommendations, experiences and purchase histories of others, particularly those of people they know and trust, in making their own purchase decisions.

In addition, one embodiment of the present invention provides a novel infrastructure that captures and stores customer-to-customer relationships for future use. In addition to the sharing of purchase information, the novel infrastructure facilitates the sharing of other types of customer information, such as wish lists, reviews, auctions, favorite artists, instant recommendations, shipping address, and so on.

The selective sharing of customer information will now be described. As is discussed in greater detail below, customers can define a "Personal Purchase Circle" set that includes a list or designation of people and/or groups that a customer has given permission to see his or her purchases, opinions, and/or ratings. The Personal Purchase Circle operates generally by tracking purchases of items, such as books, movies, or other items, made by the customer as well as corresponding "private" rating or reviews, and sharing the purchase and private review information with a one or more people or groups as specified by or defined by the customer. In addition, if the customer has been provided permission to see the purchases of others, that list may be provided to those who the customer has given viewing permission to. Thus, a dynamic customer-defined community for exchanging information is created. By way of example: If Ken has given Brian and Warren permission to see his purchases, and Maryam has given Ken

permission to see her purchases, then Brian, Warren, and Maryam make up Ken's Personal Purchase Circle.

Once a person has been added to a customer's Personal Purchase Circle, a notification or invitation may be provided to the added person, also termed an invitee. For example, the added person may be notified via e-mail or a message on the merchant's Web site that she or he has been added to the customer's Personal Purchase Circle. The notification may contain a link to the customer's profile page, described below, to provide easy access. If the invitee activates the link, the invitation is considered accepted. The customer may be provided with a notification that the invitee has accepted the invitation and/or view the customer's profile page.

In addition, an e-mail and/or Web notification may be provided to a customer when a member of the customer's Personal Purchase Circle bought purchased a new item or when other changes occurred to the member's profile page. Optionally, customers may request not to be sent any type of notification, or request not to be notified by e-mail but have notification provided on the merchant Web site, or request not to be notified via a Web page display, but have notification provided by e-mail.

To reduce or prevent spam or unwanted e-mail, in one embodiment and an invitee will not get more than a specified number invitations from the same customer. The specified number may optionally be set by the customer and/or the Web site manager. The e-mail addresses and customer IDs that a customer has already sent an invitation to are tracked. The customer is prevented from sending more invitations to the invitee than the specified number limit.

Each address entered into the invite box may be evaluated against one or more of the following set of rules. If the invitee e-mail address provided by customer fails to match those in a customer database associated with the Web site, a one-use token is sent to that e-mail address. The one-use token includes a link to a Web page that asks the invitee to sign-in as a customer if the invitee has already established an customer account. If the invitee does successfully sign-in as a customer, then the e-mail address is stored in association with the invite's customer account.

The invitee may also be asked to establish a customer account if the invitee is not yet a customer. If the e-mail address provided by the customer does match the e-mail

address of an existing customer, an e-mail is sent to the invitee, including a link to a registration page, where the invitee can apply to be a registered customer with his or her own profile page. Generally, an e-mail is sent to the specified e-mail address, where the e-mail includes links to two URLs. The first link's to the inviting customer's profile page. The second link is in the form of a one-use token in case the e-mail address of the invitee is not their primary Amazon.com account.

If the e-mail address provided by the inviting customer matches two or more customer accounts in the customer database, in one embodiment the customer account with the most recent order date will be considered the invitee. In another embodiment, the account with the most orders will be considered the invitee. The validity of e-mail addresses may be verified to prevent invitations to likely distribution lists or other suspect addresses, such as those beginning with postmaster@, root@, or administrator@. The customer may view a list of the customer's invitees as well as a list of invitees who have accepted the customer's invitation to view the customer's profile page.

A customer may selectively designate via the "profile page" which purchases, opinions and ratings are to be visible to customers within the customer's personal purchase circle. In addition, the profile page can list the other people in the customer's Personal Purchase Circle. By way of example: Brian and Warren can go to Ken's profile page to see his purchases and what Ken thought about each purchase in the form of a rating or other review-type. In one embodiment, the customer, Ken in this example, can edit his profile page and selectively remove and/or add information about individual item purchases to his profile page. In addition, the profile page may display other customer-related information, such as the customer's wish list, reviews, auctions, favorite artists, instant recommendations, shipping address, demographic information, other profile information, and so on.

A customer can selectively allow those in the customer's Personal Purchase Circle to view who else is in the customer's Personal Purchase Circle. Those in the customer's Personal Purchase Circle who are permitted view who else is in the customer's Personal Purchase Circle are termed "Friend's of Friends." If, for example, Brian, Warren, and Maryam make up Ken's Personal Purchase Circle, then if so allowed, Maryam may be informed that Brian and Warren are also part of Ken's Personal Purchase

Circle. Optionally, Maryam can also invite Brian and Warren to her Personal Purchase Circle. In one embodiment, Maryam cannot view Brian's and Warren's purchases unless they give her their corresponding permission.

When a customer adds a "friend of a friend" to her or his own Personal Purchase Circle, the notification to the invitee will state the name or nickname of the mutual friend. For example, Warren may go to Ken's profile page and see that Brian is also in Ken's Personal Purchase Circle. Warren then invites Brian to his own Personal Purchase Circle. The notification to Brian may state that "Warren (through Ken's profile page) has invited you to his Personal Purchase Circle." Thus, the invitee knows from whose profile page the invitor learned of the invitee.

To prevent unauthorized access to setup or edit a Personal Purchase Circle, authentication of the customer is requested. In setting up a Personal Purchase Circle, the customer may be presented with a form that includes one or fields or links allowing the customer to designate who is allowed to view the customer's purchases. The designation may be in the form of a person's e-mail address, name, nickname, or other identifying information.

The selective designation of purchases for viewing by other customers will now be discussed. All or a portion of the customer's purchase history is displayed for the customer, who may then decide or designate which purchases may be viewed by those in the customer's Personal Purchase Circle and which may not be viewed. In addition, the customer can review each listed purchase. The review may be include or be in the form of a grade, a point rating, or a star rating, where for example, 1 star is the worst rating and 5 stars is the best rating, and/or provide textual comments, if so desired. Customer's may then edit all or a portion of a notification or invitation to members of the customer's Personal Purchase Circle, informing them that they are invited to view the customer's profile page. The customer may be provided with a preview of what members of the customer's Personal Purchase Circle will see when they visit the customer's profile page.

The profile page may include one or more of the following:

1. A customer's purchases and a respective rating and/or review for each purchase.
2. A customer's favorite Community Purchase Circles (i.e. MIT, NY, etc). Community Purchase Circles, also termed as Community Interests,

operates generally by tracking purchases of books, movies, or other items within particular user communities, such as particular cities, companies, universities, and the like. Additional details on a networked system for collecting and distributing Community Interest related information are described in U.S. Application No. 09/377,447, titled USE OF CONTACT INFORMATION TO ASSIST USERS IN EVALUATING ITEMS, filed August 19, 1999, which is hereby incorporated by reference in its entirety.

3. The other members of the customer's Personal Purchase Circle (Friends of Friends)

4. The ability to reciprocate the sharing with the customer and the other members of the customer's Personal Purchase Circle.

5. A counter to count the number of page views.

With each new purchase, the customer is asked whether the customer wants to designate the purchase as private or hidden, or if the purchase information may be shared with members of his or her Personal Purchase Circle. If the customer designates the purchase as public, then the purchase and related information will be automatically shared with a customer's Personal Purchase Circle by e-mail, Web page notification, and/or the customer's profile page. In one embodiment, unless the customer explicitly states that the purchase is to be hidden or private, the purchase is shared with the Personal Purchase Circle.

One embodiment of the present invention which may be used with Amazon's one-click feature will now be described. Amazon's one-click feature is well known to those of ordinary skill in the field of Internet commerce and is the subject of U.S. Patent No. 5,960,411, assigned to Amazon.com, which is incorporated by reference herein in its entirety. If a customer has previously set up a Personal Purchase Circle and has the one-click featured enabled, then a check box or an equivalent field will appear in the "buy" check box, indicating the customer's willingness to display the one-clicked purchased item to those in their Personal Purchase Circle.

For customers that have not yet set up a Personal Purchase Circle, a prompt to set up a Personal Purchase Circle may be displayed on a one-click "thank-you page" and/or an order or thank-you page.

A set of online services will now be described in detail. The services will initially be described with reference to example screen displays which illustrate the services from the perspective of end users. A set of example processes and executable components that

may be used to implement the services with be described with reference to architectural and flow diagrams.

Figures 1A-B illustrate example profile pages or forms for entering information related to a customer's profile. The forms may be displayed on a Web site, such as one associated with an on-line merchant. The forms allow users to enter information about the user. Some, of the information is viewable to the public and some may be selectively shared.

As illustrated in Figure 1A, the user can enter a nickname and the user's e-mail address. In addition, the text or a link to the text of one or more reviews written by the user will appear on the user's profile page. The user may also add a picture or graphic to the profile by activating a "Your Picture" edit button. In addition, by activating the "click here" text, the user is presented with a form wherein the user can enter a free-form textual description of his or herself. The profile page further presents in an "at a glance" section a summary of the number of purchases the user has agreed to share and the number of items on the user's wish list. By activating the "Shared Purchases" link, the user is presented with a list of the purchases the user has agreed to share with designated others, termed "trusted friends." The list of purchases may also include associated private reviews.

Figure 1B illustrates a form used to enter the user's personal, free-form textual description. In this example, the user is limited to 4,000 characters. In addition, the personal descriptions are automatically designated as public, that is, available for viewing by all customers. In another embodiment, the user can selectively make the personal description public or private. Once the user has entered the personal description, the user can activate the Submit button and the review will be stored in the client account database and displayed on the user's profile page.

Figures 2 illustrates an example page used to add a picture to the profile page illustrated in Figure 1A. In this example, the user can enter a URL into a URL field for a location where the user has stored an image. Once the user activates the Submit button, the Web site then retrieves the image for display on the user's profile page. In addition, the image may be scaled to save on storage space and to fit in the area designated to receive the image on the profile page. The user may also select from one or more

graphics or images provided on the Web site page. Once the user selects the desired graphic or image by activating a Choose button, the graphic or image will appear on the user's profile page when viewed.

Figure 3A illustrates an example public profile page, termed an "about you area," including profile information entered into the profile page illustrated in Figure 1. The user nickname Johnny Ex, is designated as viewable by the public so that anyone can view it. The user name, John Example, and user e-mail address JohnExample@Example, are designated as viewable only to those viewers specified by the user, who are termed "trusted friends." The personal description section displays a personal description using the form illustrated in Figure 1B.

An "at a glance" section on the page illustrated in Figure 3A notifies the user that the user has specified that information for 2 of the user's purchases can be shared with the trusted friends. The "at a glance" section further notifies how many other customers the user as designated as "favorite people," that is other shoppers, friends, and favorite reviewers that the user likes, trusts or whose opinions the user is interested in. The user can add a customer to the user's favorite people list, via their profile page, or via their e-mail address. Then, when one of the designated "favorite people" writes a review, or comes up with an interesting recommendation, it will be displayed on a page designated for such purposes. Thus, the user has a customized review page displaying reviews more likely to be of interest to the user. The page illustrated in Figure 3A displays the names of the designated favorite people, wherein the names are linked to the designated persons profile page. Activating the link causes the user's browser to display the corresponding profile page.

The example profile page illustrated in Figure 3A also displays in a "your reviews, requests, & recommendations" area the user's designated shared purchases and private ratings generated by the user. Viewing by customers of the shared purchases is restricted to customers specified by the user.

In addition, a wish list area displays items that the user has placed on their wish list. In this example, the item is designated at private, that is, not viewable by other customers.



Figure 3B illustrates an example customized review page including reviews by the user's designated "favorite people." In addition, the page illustrated in Figure 3 displays, in a "your participation" area, the number of favorite people designated by the user, the number of designated shared purchases, and the number of items on the user's wish list. In addition, other top reviewers images and names are displayed, along with a tally of the number of helpful votes the reviewer has received and the number of reviews written by the reviewer on the Web site. The reviewers' names are linked to their profile pages. In addition, a link is provided to a page displaying the top rated reviewers.

The example page illustrated in Figure 3A also displays the most popular book in the user's designated purchase circle. A purchase circle is a specialized bestseller lists, reporting best sellers, such as the top 10 or 20 best selling books, for a selected purchase group, such as for a given zip code, domain name, company, school or city.

Figure 3C illustrates an example page including reviews written by the user associated with the profile page illustrated in Figure 3A.

Figure 4 illustrates a product information page for a DVD of Mary Poppins, including an editorial review and two customer reviews, a rating associated with each customer review, a ranking of the customer who authored the second customer review, and a link to a review entry page, entitled "write and online review." As illustrated in Figure 4, associated with each customer review is a survey question asking "was this review helpful to you?". A reader can vote yes or no by activating the appropriate soft button. In addition, associated with each customer review is a tally of how many "yes" votes the review received and how many total votes were received. For example, the first review, titled "is it impossible to make films like this anymore," includes a tally indicating that 5 out of 5 people found the review helpful. The second review, titled "fantastic fantasy," includes a tally stating that 11 out of 12 people found the review helpful, indicating that the review received 11 "yes" votes and 1 "no" vote. The second review, also includes a ranking indicating that the reviewer is a "top 50 reviewer," that is, has received enough "helpful" votes to place the reviewer among those 50 reviewers having the most "helpful" votes.

As illustrated in Figure 4, the first review is by an anonymous author, called "viewer." Therefore, no links are provided in association with the review to the

reviewer's profile page. The second review was authored by "Bob." The text "Bob" is linked to Bob's profile page. Thus, by activating the link the user is presented with Bob's profile page and can learn more about Bob and read other public reviews authored by Bob. In addition, the text "top 50 reviewer," indicating the reviewer's ranking" is linked to a "top reviewers" page or page which display top ranked reviewers. The "top reviewers" page is discussed in greater detail below with reference to Figure 6.

Activating the "write an online review" link causes the example customer review entry form illustrated in Figure 5 to be displayed. The form includes an image of the product being reviewed, a rating entry field, a title field, and a review text field. In this example, the rating field is implemented as a drop down menu which allows the customer to give a 1-5 star rating of the item being reviewed. The review title field allows the customer to give a brief title for the customer's review. The review text field is used to received a textual review. The length of the review may be limited. In this example, the review is limited to 1,000 words, though other limitations may be used.

As illustrated in Figure 5, the customer can specify whether the customer's public nickname is to be displayed in association with the review, or whether the review is to be displayed anonymously, that is, without the customer's nickname. The customer can also specify the customer's geographical location, including city, state and country information. In this embodiment, the customer's geographical location is displayed in association with the review even when the review is designated as anonymous. An "I own it" field allows the reviewer to indicate whether or not. the reviewer owns the item being reviewer.

Figure 6 illustrates an example page listing reviewers having selected rankings. For example, the top or ranked reviewers pages may display information on the top 1,000 reviewers, including their names or nicknames, all or excerpts of their personal descriptions, and optionally, a photo or image associated with a corresponding reviewer. A tally of the number of reviews authored by the reviewers is also provided. The name of each ranked reviewer is linked to their profile page, where readers can view the reviewer's profile information designated as public. In addition, the "more" text following each personal description excerpts also includes a link to the corresponding profile page.

Figure 7 illustrates an example online process 700 for receiving, processing, and presenting evaluations for reviews of the type illustrated in Figure 4. Beginning at state 702, the process proceeds to state 704. An evaluation in the form of a "helpful" or "not helpful" vote or the like is received. At state 706, the received vote is tabulated with previous votes received for the review. Based on the tabulated votes, at state 708 a review score is calculated for display with the review. At state 710, the reviewer's vote is also tabulated with votes for other reviews by the reviewer and a reviewer score is calculated. At state 712 the reviewer's score is compared with that of other reviewers. Based on the comparison of the reviewer's score with the scores of others, at state 714 a determination is made as to whether the reviewer has reached a certain stature as a reviewer, that is, whether the reviewer is a "top" reviewer as defined by the review system. If the reviewer is not entitled to such a designation, then the process 700 proceeds to state 716, and no ranking designation is provided. Otherwise, the process 700 proceeds to state 718 where the appropriate designation is assigned to the reviewer based on the comparison performed at state 712. By way of example, the designation may be "Top 100 Reviewer." At state 720, the review is displayed in association with the reviewed item on a product information page, wherein the reviewer's designation is displayed in conjunction with the review. At state 722, the reviewer's name is displayed on a "top reviewers" page, such as that illustrated in Figure 6.

Figure 8 illustrates an exemplary commerce system, including software and hardware components for implementing a review processing and customer information sharing system in accordance with one embodiment of the invention and illustrates typical user components for accessing the system. As depicted by this drawing, customers access the Web site 850 using respective personal computers 852, 854 or other general-purpose computers, terminals, or clients that have access to the Internet. The customers may alternatively access the Web site 850 using special purpose devices. The customer computers 852, 854 may run commercially-available Web browser applications 862, 864 such as Microsoft Internet Explorer® or Netscape Navigator®, which implement the basic World Wide Web standards such as HTTP and HTML.

The computers 852, 854 may also run a commercially available e-mail application 856, 866, such as Microsoft Outlook® or Netscape Navigator®, which may be used to

receive communications from the merchant-related Web site 550. For example, the e-mail application 856, 866 may be used to receive gift reminders, as previously described. The e-mail applications 856, 866 and the browsers 862, 864 may be integrated with one another, and/or may be integrated with other application programs or the operating system.

In the embodiment described herein, the Web site 850 includes a computer system and associated content that are accessible via the Internet. The Web site 850 may optionally include content that spans multiple Internet domains, and/or may be implemented using physical servers that are geographically remote from one another. In other embodiments, the Web site 850 may be in the form of an intranet site, in which case the computers 852, 854 may be coupled to the site solely by a private network. For example, Web site 850 may be in the form of an internal corporate store site for company employees.

In other embodiments, the Web site 850 may be replaced with another type of network site. For example, the various services described herein could alternatively be implemented on a hypertextual site or browsing area of an online services network such as America Online® or MSN®, or using interactive TV, in which case users may access the site using software that implements non-standard document formats and transfer protocols.

As further depicted by Figure 8, the Web site 850 includes a commercially-available Web server application 870. The Web server application 870 accesses an HTML and products database 876 used to generate Web pages in response to the actions of end users. Various other back-end components (not shown) are also used for this purpose.

The Web site 850 also includes review processing and customer information sharing applications 872 which includes the basic functionality for receiving customer reviews and review evaluations, as well as for processing user instructions relating to the sharing of customer purchase information and other private information, as previously discussed. The review processing and customer information sharing applications 872 access a review database 878 and a customer account database 880. The review database 878 stores customer and professional reviews, pointers to the corresponding items being reviewed, and evaluations associated with the customer reviews. The customer account database 880 includes information used to populate the customer's profile page, including the customer's name, nickname, e-mail address, reviewer ranking, if any, purchase history, and an

indication as to which items of information are designated as private and which are designated as public, and who may be view selected private information.

The scoring application 882 calculate scores for reviews and customer reviewers. As previously discussed, the scores may be based on the number of "helpful" votes a review received and/or the number of "not helpful" votes received. The scoring is used by the review processing application 872 to rank reviewers based on a tally of scores received for some or all of the reviewers written by a given customer. The score for each review is also stored in association with the review in the review database 880.

As discussed above, a customer can optionally specify that information on selected purchases is to be shared with others. Further, the customer can optionally specify with whom the purchase information is to be shared with. Figures 9A-C illustrate an explanation page that explains, for one embodiment, the different statuses that can be assigned by one customer to another customer and how those statuses are assigned. For example, a person can be designated as a "trusted friend," that is, someone who has permission to view private areas of the customer's profile or "about you" page and information on the customer's purchases. Additionally, as previously discussed, a customer can designate a person as a "favorite person," that is, someone whose reviews the customer is particularly interested in. Reviews authored by a designated favorite person or placed on a page customized for the customer.

Figures 10A-B illustrate an example customer purchase sharing page for specifying for which of a customer's purchases is information to be shared with designated others. The page or pages lists items purchased made by the customer. In association with each item is a review field and a rating field. The customer may enter a review for the item into the review field. For example, for an animated film the customer may enter the comment "cutting edge animation." In addition or instead, the customer can provide a point rating, such as a rating on a scale of 1 to 5, by activating the appropriate number in the rating field, which will then be marked with a dot, checkmark or the like. Otherwise, a "?" field will be marked, indicating no numerical rating has been provided.

Figure 11A illustrates an example page used by a customer to specify who may view the customer's purchase sharing page. The customer may specify who is authorized

to view the customer's purchase sharing page by entering their e-mail address into an e-mail field. In this example, the e-mail address is to a johndoe@example. An invitation, such as that illustrated in Figure 12, is then e-mailed to the specified e-mail address. The invitation notifies the invitee that he or she has been added to the customer's list of those authorized to view private information on the customer's profile page and information on the customer's purchases. In addition, a link to the customer's profile page is provided so that the invitee can activate the link and the profile page will be displayed on the invitee's computer browser.

Figure 11B illustrates an example page used by a customer to change the status of another user with respect the customer and to display who has been invited to view the customer's purchase sharing page but has not responded. Thus, for example, the customer can designate a listed person as a "trusted friend," that is, someone who is authorized to view the customer's purchase information, or can designate the listed person as a "favorite people," that is, as previously discussed, someone whose reviews the customer is particularly interested in, or can delete the listed person as a "favorite person" or "trusted friend." The illustrated page lists who has not responded to the customer's invitation to become a trusted friend and allows the customer to request that another invitation to e-mailed to the non-responsive person. The customer can also specify that the customer does not want to receive an e-mail notification each time the customer is designated by another as a "trusted friend."

Thus the present invention provides a review processing system that helps customers select which items to purchase by customer-authored product reviews. Further, customers can rate product reviews, thereby identifying which reviews are useful and which reviewers tend to provide more useful reviews, thereby allowing customers to efficiently locate helpful reviews. To further provide helpful customer generated shopping information, customers can selectively share information regarding purchases with friends, family, and others.

While certain preferred embodiments of the invention have been described, these embodiments have been presented by way of example only, and are not intended to limit the scope of the present invention. Accordingly, the breadth and scope of the present

invention should be defined only in accordance with the following claims and their equivalents.

WHAT IS CLAIMED IS:

1. A method of sharing information over a network within a dynamically defined set of users, comprising:

retrieving from a database historical purchase information for a first user, wherein the historical purchase information includes indicia of items purchased by the first user and a least a first item review authored by the first user;

transmitting over the network the historical purchase information to the first user for display;

receiving authorization from the first user to share at least a portion of historical purchase information with a second user, wherein the first user selectively designates which historical purchase information is to be shared;

receiving authorization from the second user to share at least a portion of historical purchase information for the second user with a third user, wherein the second user selectively designates which historical purchase information is to be shared; and

at least partly in response to the authorization received from the second user, enabling the third user to access at least a portion of the first user's historical purchase information.

2. The method as defined in Claims 1, further comprising transmitting historical purchase information for the first user over the network to the second user and the third user.

3. The method as defined in Claim 1, further comprising transmitting information of the network to the second customer indicating who has received authorization to receive at least portion of the first user's purchase history.

4. A method of allowing a first customer of an electronic commerce entity to communicate information related to the first customer's purchases to others, the method comprising;

receiving over a network a customer authorization permitting at least a second customer to view information on at least a portion of the first customer's purchases;



receiving a customer specification as to which customer purchases may information be viewed by the second customer; and

providing an electronic notification to the second customer, wherein the notification informs the second customer of the first customer authorization.

5. The method as defined in Claim 1, further comprising transmitting over the network to the second customer information on the first customer's purchases.

6. The method as defined in Claim 1, wherein the notification is provided in an e-mail message.

7. The method as defined in Claim 1, wherein the notification is provided on a Web page.

8. The method as defined in Claim 1, wherein the first customer authorization includes the second customer's e-mail address.

9. The method as defined in Claim 5, further comprising including a one-use token in the notification if the second customer's e-mail address does not match any e-mail addresses stored in a customer database associated with the electronic commerce entity.

10. The method as defined in Claim 1, wherein the notification includes a link to a page displaying information related to the first customer's purchases.

11. The method as defined in Claim 1, further comprising allowing at least the second customer to view who has received authorization to receive information on the first customer's purchases.

12. The method as defined in Claim 1, wherein the second customer provides authorization to view information on at least a portion of the second customer's purchases to persons who are authorized the first customer's purchases.

13. The method as defined in Claim 9, wherein notifications are provided to those authorized to view the at least a portion of the second customer's purchases.

14. The method as defined in Claim 1, further comprising providing a preview to the first customer of the specified purchase information that will be provided to the second customer.

15. The method as defined in Claim 1, further comprising;

receiving an activation of a link included in the notification by the first customer;

providing information on the first customer's purchases to the first customer at least partly in response to the activation.

16. The method as defined in Claim 1, further comprising transacting the first customer's purchases over the network.

17. The method as defined in Claim 1, further comprising receiving over the network a customer authorization for the second customer to view the first customer's wish list.

18. The method as defined in Claim 1, further comprising receiving over the network a customer authorization for the second customer to view the first customer's auctions.

19. The method as defined in Claim 1, further comprising storing at least a first review from the first customer for a purchased item.

20. The method as defined in Claim 1, further comprising allowing the second customer to view the first customer's reviews of items associated with customer purchases that the second customer is authorized to view.

21. The method as defined in Claim 1, further comprising transmitting an electronic form to the first customer listing the first customer's purchases, wherein the first customer uses the form to specify which customer purchases may be viewed by at least the second customer.

22. The method as defined in Claim 1, further comprising:

receiving a purchase order from the first customer; and

in response to receiving the purchase order, asking the first customer if the first customer wants to share information related to the purchase with others.

23. A method of sharing with others information related to a user's purchases, the method comprising;

transmitting an electronic form intended to be displayed on a terminal associated with a first user, wherein the form includes a listing of at least a portion of the first user's purchases;

receiving from the first user a selection as to which of the listed first user's purchases are to be shared with other users; and

receiving information from the first user designating which other users may view the first user's selected purchases.

24. The method as defined in Claim 20, further comprising sending an invitation to at least one of the designated users to view the first user's purchases.

25. The method as defined in Claim 20, further comprising informing at least one designated other user of the identity of a reviewer selected by the first user.

26. The method as defined in Claim 20, wherein the first user and a second user are customers of a first entity, and the selected purchases are shared with the second user.

27. The method as defined in Claim 23, wherein the second user is informed as to which other users may view the first user's purchases.

28. The method as defined in Claim 20, further comprising inviting at least a portion of the designated users allowed to view the first user's selected purchases to view at least a portion of the purchases of the second user.

29. The method as defined in Claim 20, further comprising providing an interface to the first user so that the first user can edit the selection of the first user's purchases which are to be shared with the designated users.

30. The method as defined in Claim 20, further comprising receiving at least a first rating from the first user for at least a one of the first user's purchases.

31. The method as defined in Claim 20, further comprising receiving personal information from the first user that is to be shared with the designated users.



60/166,664 Provisional - Filed - 11/19/1999

## **Web-Based Methods for Enabling Customers to Share Information About Purchases**

Background material relevant to the present invention is disclosed in U.S. Patent Appl. No. 09/377,447 filed August 19, 1999, titled COMMUNITY-BASED RECOMMENDATIONS, which is assigned to the assignee of the present application and is hereby incorporated by reference.

### **I. Objectives**

Give our customers the ability to share, with other customers or the people they know, information about items they have purchased. Sharing of purchases (information about) will let our customers help each other make better purchase decisions. Attempt to emulate the real world behavior of people basing purchase decisions on the recommendations of other people they trust. Create the infrastructure to capture and store customer to customer relationships for future use. This infrastructure will facilitate future sharing of other types of information such as wish list, reviews, auctions, favorite artists, instant recommendations, shipping address, etc.

### **II. Summary of the Preferred Embodiment**

#### **A. What customers will see**

Customers can share information on their purchases with the people they know. After deciding who they want to share their information with (invitees) and reviewing and deciding which purchases to share, we will send out an invitation by e-mail with a link to the customer's public purchases to all the invitees. By clicking on the link, invitees will be directed to a page that will display the customer's purchases. In addition to viewing the customer's purchases, invitees will have the ability to reciprocally share their purchases with the customer and the other invitees.

It will be apparent to one skilled in the art that various limitations and requirements described with respect to the preferred embodiment are not essential to the practicing of the invention.

#### **B. Terminology**

**Personal Purchase Circle** - includes the list of people that a customer has given permission to see his or her purchases and/or the list of people whose purchases customer can see. For example: Ken has given Brian and Warren permission to see his purchases. Also, Maryam has given Ken permission to see her purchases. Brian, Warren, and Maryam make up Ken's Personal Purchase Circle.

**User Page** - A User Page can be an HTML page that displays the purchases that the customer has decided to make visible to his Personal Purchase Circle. In addition, the User Page can list the other people in the customer's Personal Purchase Circle. For example: Brian and Warren have to go to Ken's User Page to see his purchases and what Ken thought about each.

purchase (rating). Ken can at any time edit his User Page and either take off or add purchases. In future releases, the User Page will display other information about a customer (wish list, reviews, auctions, favorite artists, instant recommendations, shipping address, etc).

**Friends of Friends** - Includes the ability to see who else is in a person's Personal Purchase Circle. For example: Brian, Warren, and Maryam make up Ken's Personal Purchase Circle. Friends of Friends allows Maryam to see that Brian and Warren are also part of Ken's Personal Purchase Circle. Maryam can also invite Brian and Warren to her Personal Purchase Circle. However, Maryam preferably cannot see Brian's and Warren's purchases unless they give her permissions.

### **III. Description of the Preferred Embodiment**

#### **Personal Purchase Circles Setup**

A customer will do these things in the setup process:

1. Enter the people who can see his purchases (a.k.a. inviting them to his Personal Purchase Circle)
2. Review his purchase history, and decide which purchases he does not want anyone to see. The customer can rate each purchase during this step using a simple 5 star drop down and provide any comments if so desired. Customers will be presented with their order history in chunks of 50 or less items.
3. Edit the e-mail invite message
4. Preview what visitors will see

Setting up a Personal Purchase Circle requires a customer ID. See Authentication Model below for more details.

#### **User Page**

A user page will have the following:

- A customer's purchases and the respective rating for each purchase.
- A customer's public favorite Purchase Circles (i.e. MIT, NY, etc).
- The other members of the customer's Personal Purchase Circle (Friends of Friends)
- The ability to reciprocate the sharing with the customer and the other members of the customer's Personal Purchase Circle.
- When a customer adds a friend of a friend to their own Personal Purchase Circle, the e-mail/notification to the invitee will state the mutual friend. For example: Warren goes to Ken's User Page and see that Brian is also in Ken's Personal Purchase Circle. Warren invites Brian to his own Personal Purchase Circle. In the notification to Brian, it will state that "Warren (through Ken's Userpage) has invited you to his..."
- A counter to count the number of page views.

A customer can edit any information that is displayed in his User Page. Setting up a User Page requires a customer ID. Visitors viewing a User Page do require a customer ID. See authentication Model below for more details.

### **E-mail Invitations**

The e-mail that will go out to everyone who was entered when setting up a Personal Purchase Circle. The e-mail will have a short URL link to the customer's User Page.

- Customers can request to not receive e-mails, but be notified only the web site (see notifications below)
- The link the customer's User Page will be a short URL.

Users will have the option to disable receipt of all e-mail invites for this feature, in the Your Account area of the site.

### **Establishing a Link (resolving e-mails into customer IDs)**

For each address entered into the invite box, it must be evaluated against the following set of business rules:

1. If the e-mail address matches zero customers in our database, a one-use token will be sent to that e-mail address. The returning customer must either sign in as an existing customer (at which point the link is established) or create a new account.
2. If the e-mail address matches one customer in our database, a link will be automatically established. Additionally, an e-mail will be sent to that address stating with two URLs. The first will be a link to the inviter's user page. The second will be a one-use token in case the e-mail address of the invitee is not their primary Amazon.com account.
3. If the e-mail address matches two or more customer accounts in our database, we will pick the one with the most recent order date. Alternatively we could pick the account with the most orders.

Attempts will be made to verify the validity of e-mail addresses and prevent invites to obvious distribution lists or other suspect addresses (postmaster@, root@, administrator@).

### **Notifications**

Users will get notified on the web site when a new event has occurred in his or her Personal Purchase Circle:

- When the customer has been invited to another Personal Purchase Circle. The customer will also receive this notification via e-mail, unless he or she decides not receive e-mail notification (see E-mail Notification).
- When a member of the customer's Personal Purchase Circle bought something.

### **Order Pages and One Click**

With every purchase, we will prompt the customer if s/he would like to keep the item private from his or her Personal Purchase Circle. Items will be automatically shared with a customer's Personal Purchase Circle unless the customer explicitly states that s/he wants the item hidden.

For customers that have set up a Personal Purchase Circle and have one-click enabled, a check box will appear in the buy box that is default on, indicating their willingness to put the one-clicked item on their Personal Purchase Circle.

For customers that have not set up a Personal Purchase Circle, on the one-click thank-you page and the order-pipeline thank-you page, they will be prompted to set up a Personal Purchase Circle.

### **Detail Page Integration**

When a book has been purchased by a customer, the other people in that customer's Personal Purchase Circle will see that the customer purchased that item when on the detail pages. The infrastructure should support displaying this information elsewhere as well (such as search results).

### **Blocking**

To prevent spam, an invitee will not get more than a specified number invitations from the same customer. The invitee will also have the ability to not receive any invitations.

- We will keep track of all the e-mail addresses and customer IDs that a customer has already sent an invite to, and not let them send it to the same person more than x times.
- We will not send an invite to an e-mail address if the customer has explicitly said that he or she does not want any e-mail from Amazon.com.
- Metrics will be in place to determine if we need to add functionality to limit the # of people that someone is linking to
- Users will have the option to disable receipt of all e-mail invites for this feature, in the Your Account area of the site.

### **Managing Your Personal Purchase Circle**

Customers can view their Personal Purchase Circle, and have the ability to remove or add people.

- Display the e-mail address if we have not established a link. If we have established a link, then the customer's full name will be displayed. See Establishing a Link above for more details.
- We will indicate with an icon who can see a customer's purchases, and with a separate icon, which purchases that the customer can see. Customers will be able to access all the User Pages that he has access to from these pages.

### **Permissions**

There will be three types of permission for this embodiment:

- Purchases - access to view the customer's purchases
- Friends of Friends - access to view the customer's personal purchase circle. For this project, this will be turned on for everyone by default but they will have the option to disable this feature.
- Favorite Purchase Circles - access to view the customer's favorite purchase circles. For this project, this will be turned on for everyone but they will have the option to disable this feature.

## V. Page Structure

### PERSONAL PURCHASE CIRCLE SETUP PROCESS

| <u>Page</u>          | <u>New Users</u>              | <u>Recognized Customers</u>  | <u>Non-recognized Customer</u> |
|----------------------|-------------------------------|--|--------------------------------|
| Signin Page          | <a href="#">register.html</a> | <a href="#">signin.html</a>  |                                |
| Signin Page w/ error |                               | <a href="#">signin_error.html</a>                                      |                                |
| Setup Page <= 25     |                               | <a href="#">setup_less25.html</a>                                      |                                |
| Setup Page > 25      |                               | <a href="#">setup_25plus.html</a> , <a href="#">setup_25plus2.html</a> |                                |
| Setup Page w/ error  |                               | <a href="#">setup_error.html</a>                                       |                                |
| Preview              |                               | <a href="#">setup_preview.html</a>                                     |                                |
| Confirmation         |                               | <a href="#">setup_confirmation.html</a>                                |                                |

### LOGIN PROCESS FROM INVITATION E-MAIL

| <u>Page</u>               | <u>New Users</u>              | <u>Recognized Customers</u>                     | <u>Non-recognized Customer</u> |
|---------------------------|-------------------------------|---|--------------------------------|
| E-mail Invitation         |                               | <a href="#">login_invite_email.html</a>         |                                |
| Signin Page               | <a href="#">register.html</a> | <a href="#">signin.html</a>                     |                                |
| Signin Page w/ error      |                               | <a href="#">signin_error.html</a>               |                                |
| Denied Access Page        |                               | <a href="#">login_denied.html</a>               |                                |
| Request Confirmation Page |                               | <a href="#">login_request_confirmation.html</a> |                                |
| Customer Page             |                               | <a href="#">customerpage.html</a>               |                                |

### RECIPROCAL AND FRIENDS OF FRIENDS LINKING PROCESS

| <u>Page</u>                              | <u>Does have Personal Purchase Circle</u>      | <u>Doesn't have a Personal Purchase Circle</u> |
|--|--|--|
| Customer Page                            | <a href="#">customerpage.html</a>              |  |
| Page after clicking on the invite button | <a href="#">customerpage_confirmation.html</a> | <a href="#">setup_w_link.html</a>              |

### MANAGEMENT SECTION IN YOUR ACCOUNT

| <u>Page</u>     | <u>Everyone</u>                 |
|-----------------|---------------------------------|
| Management Page | <a href="#">management.html</a> |



## **VI. Example Web Pages**

Attached hereto are printouts of 8 example web pages in accordance with at least one embodiment of the present invention. These printouts form a part of the disclosure of the specification. The copyright owner has no objection to the facsimile reproduction of the printouts as part of this document, but reserves all other copyrights whatsoever.

H:\DOCS\ASFASF-1223.DOC  
111999


[Community](#) > [Member Page](#) > **FAQ**

## Frequently Asked Questions

### 1. What's a Member page?

Your Member Page is your homepage at Amazon.com--filled with your opinions and personality. You decide how much you feel comfortable sharing about yourself. Then start building your page. At present, these are the pieces of information that you can include on your Member Page:

- Your name or nickname
- A brief bio, your photo, and your e-mail address (all optional)
- All of the product reviews you've written
- Your "Only for Friends" area--This area, featuring your purchases, comments and ratings, can only be accessed by your friends and family. (optional)
- Your Amazon.com Wish List (optional)
- Your Auctions & zShops listings

### 2. Why should I create a Member Page?

A Member Page is a place where other Amazonians can come to learn more about you. Let's say someone reads one of your reviews and is really impressed by what you have to say. This person can click on your name and read a little about you and see all the other reviews you've written. It's a great way to hear other viewpoints and open up your mind to things you may never have considered before.

### 3. Who has access to my Member Page?

Your Member Page can be viewed by everyone in the Amazon.com community. There's just one exception--your "Only for Friends" area. As the name implies, your "Only for Friends" area can only be viewed by the close friends and family members you invite.

### 4. What if I want to edit my Member Page?

No problem. Your Member Page entirely edit-able. Just click on Your Account (located at the very top of every Amazon.com page). If you haven't already signed in, you'll be prompted to do so. Then you'll be directed to the Account Maintenance section. Scroll down to the "Community" area. Below you'll find a link to edit your Member Page. Just click on the link and make any changes you see fit. After all, it is your page.

[Go back to Member Page home.](#)

1. [What's a Member Page?](#)
2. [Why should I create a Member Page?](#)
3. [Who has access to my Member Page?](#)
4. [What if I want to edit my Member Page?](#)

**Want to join the fun?**

[Get started now!](#)

[Text Only](#)

[Top of Page](#)

[Amazon.com Home](#) | [Books](#) | [Music](#) | [DVD & Video](#) | [Toys & Games](#) | [Electronics & Software](#) | [Home Improvement](#)

**Hello, Warren Adams.** Welcome back! (If you're not Warren Adams, [click here.](#))

[View your Member Page](#)

## What's on your Amazon.com Member Page?

**A bit about you.** Tell us your name or nickname and share a couple words about yourself. If you like, you can add your picture to your page.

**Your reviews.** Have thoughts on theater systems? Opinions on Oprah? Insights on the Indigo Girls? When you share your product reviews with Amazon.com we'll be sure to find a home for them on your Member Page.

**Your Wish List.** Once you fill your Wish List with things you'd love to own, we'll add it to your Member Page. That way, every present you receive will be just right.

**Your Auction and zShop listings.** If you're a seller at Amazon.com Auctions or zShops, we'll showcase your wares for the world to see.

### A message about privacy

Amazon.com takes customer privacy issues very seriously. Once your purchases, comments and ratings are posted, we'll allow only the people you specify to access them on our site. You can always alter who has access to your "Only for Friends" Member Page. And each time you make a new purchase, we'll ask you whether or not you want it added to the purchases that you share.

### Frequently Asked Questions

1. [What's a Member Page?](#)
2. [Why should I create a Member Page?](#)
3. [Who has access to my Member Page?](#)
4. [What if I want to edit my Member Page?](#)

### Tell us what you think

Questions?  
Suggestions? Ideas?  
Let us know how you'd like to see us build this service.  
[Email us.](#)

## Amazon.com Community

Please sign in.

**What is your e-mail address?**

My e-mail address is

**Do you have an Amazon.com password?**

☐ No, I am a new customer.

☒ Yes, I have a password:

[Forgot your password?](#)

☐

If you received an error message when you tried to use our secure server, sign in using our ☐. If you select the secure server, the information you enter will be encrypted.

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| [Home Improvement](#) | [Auctions](#) | [zShops](#) | [1-Click Settings](#) | [Shopping Cart](#) | [Your Account](#)  
| [Help](#) | [Sell Items](#)

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## Member Page

### Member Information

member bio

Wish List

only for friends

Go to Community

Full Search Books Music

DVD & Video Toys

Electronics Home

Improvement Auctions or

zShops

### Warren Adams

**Name:** Warren Adams

**Total reviews written:** 0

**Self-description:** Colgate, HBS, PlanetAll, Amazon.com

Warren Adams currently has no reviews to share. Once written, Warren Adams's reviews will appear here.

Text Only

Top of Page

Amazon.com | Home | Books | Music | DVD & Video | Toys & Games | Electronics & Software | Home Improvement  
| Auctions | zShops | 1-Click Settings | Shopping Cart | Your Account | Help | Sell Items

Amazon.co.uk | Amazon.de

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## Share thoughts about the things you've bought

Think of all the times you've asked your friends for shopping advice. Where did you buy that? Do you like it? Any regrets? The answers to these questions are incredibly valuable. The more you talk back and forth, the smarter you get. That's why we've created a place on your [Member Page](#) where you can post your Amazon.com purchases, ratings and comments to share with your close friends. Think of it as show-and-tell for grown-ups. And just like show-and-tell, you choose which purchases to show and how much to tell.

Want to join the fun? [Get Started Now](#)

## Here's how it works

1. First, come up with a list of friends who'd be interested in sharing shopping experiences with you.
2. Decide which of your Amazon.com purchases you'd like to share. If you like, add comments and ratings so that your friends can see what you liked and what you weren't so crazy about.
3. We send out an e-mail message to your friends that does two things:
  - invites them to check out what you had to say about your purchases
  - asks if they'd like to return the favor and share their purchases and experiences with you.
4. If your friends agree, they become part of your Friends List. You can view their purchases, they can see yours. In no time, everybody's shopping smarter.

Want to join the fun? [Get Started Now](#)

Already set up? [Click here](#) to sign in.

## A message about privacy

Amazon.com takes customer privacy issues very seriously. Once your purchases, comments and ratings are posted, we'll allow only the people you specify to access them on our site. You can always alter who has access to your "Only for Friends" Member Page. And each time you make a new purchase, we'll ask you whether or not you want it added to the purchases that you share.

## Tell us what you think

Questions? Suggestions? Ideas? Let us know how you'd like to see us build this service. [E-mail](#) us.

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[Auctions](#) | [zShops](#) | [1-Click Settings](#) | [Shopping Cart](#) | [Your Account](#) | [Help](#) | [Sell Items](#)

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## Amazon.com Community

### New to Amazon? Register Below.

(We're asking you for this information to ensure the privacy and security of your purchase information.)

My name is:

My e-mail address:

### Protect your information with a password

This will be your only Amazon.com password.

Enter a new password:

Type it again:



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[Community](#) > [Member Page](#) > [Only For Friends](#) > **Set Up**

Ready to create the part of your Member Page that's set aside only for friends? It's easy to do. Just follow the five steps below, and then click the Preview button. (Remember: You can update your purchases, comments and ratings at any time.)

### 1. Invite your friends

**Tell us who you want to invite:**

Enter as many of your friends' e-mail addresses as you like. Please separate each address with a comma.

(e.g. name@university.edu, name@company.com, etc.)

**Note:** The friends indicated above will receive an e-mail inviting them to view the "Only for Friends" area of your Member Page. It will also ask that they share their purchases and comments with you. If they agree to share information with you, we'll send you an e-mail letting you know that you have access to their "Only for Friends" area.

### 2. Edit your invitation message

**The invitation:**

This is the message that will be sent to your friends, inviting them to share their shopping experiences with you. If you'd like to edit it and craft your own message, be our guest.

Hi!  
I'm writing you to invite you to check out my "Only For Friends" area. What's an "Only for Friends" area, you say? It's a place I've created at Amazon.com that can only be viewed by my friends and family. (If you click on the link below, you'll be able to see

### 3. Select and rate your Amazon.com purchases

Look at your Amazon.com purchases. (Your most recent purchases appear first.) If you see an item that you'd like to display to your friends, check the box under "Share". Feel free to add a comment and rate your purchases on a scale of one (don't like it) to five (I love it!).

Items 1 to 17 shown below.

| Share:                   | Item:   | Your comments: | Your Star Rating:   |
|--------------------------|---|----------------|---|
|                          |   |                | Don't like it < > I love it!  |
| <input type="checkbox"/> | <u>Permission Marketing: Turning Strangers Into Friends, and Friends into Customers</u><br>By Seth Godin, Don Peppers |                | <div><div></div><div></div><div></div><div></div><div></div></div> <div>12345</div> |
| <input type="checkbox"/> | <u>Cornerstones of Decision Making: Profiles of Enterprise Abm</u><br>By Carol Cobble, Steve Player                   |                | <div><div></div><div></div><div></div><div></div><div></div></div> <div>12345</div> |



☐ The Innovator's Dilemma  
By Clayton M. Christensen [ ] [ ] [ ] [ ] [ ]  
1 2 3 4 5

☐ Mientras Mas Lo Pienso...Tu  
~ Juan Luis Guerra [ ] [ ] [ ] [ ] [ ]  
1 2 3 4 5

☐ Rhythm & Smoke: The Cuba Sessions  
~ Cubamar, et al [ ] [ ] [ ] [ ] [ ]  
1 2 3 4 5

☐ Havana Cafe  
~ Barbarito Torres [ ] [ ] [ ] [ ] [ ]  
1 2 3 4 5

☐ Buena Vista Social Club  
~ Ry Cooder [ ] [ ] [ ] [ ] [ ]  
1 2 3 4 5

☐ A Toda Cuba Le Gusta  
~ Afro-Cuban All Stars [ ] [ ] [ ] [ ] [ ]  
1 2 3 4 5

☐ Ojala Que Llueva Cafe  
~ Juan Luis Guerra [ ] [ ] [ ] [ ] [ ]  
1 2 3 4 5

☐ NI Es Lo Mismo NI Es Igual  
~ Juan Luis Guerra [ ] [ ] [ ] [ ] [ ]  
1 2 3 4 5

☐ Valuation of Intellectual Property and Intangible Assets  
By Gordon V. Smith, Russell L. Parr [ ] [ ] [ ] [ ] [ ]  
1 2 3 4 5

• ☐ Valuing Intangible Assets (Irwin Library of Investment & Finance)  
By Robert F. Reilly, Robert P. Schweihs [ ] [ ] [ ] [ ] [ ]  
1 2 3 4 5

• ☐ Patent Prosecution 1998 Supplement w/Disk And Case Digest  
By Irah Donner [ ] [ ] [ ] [ ] [ ]  
1 2 3 4 5

FW 0 and page in signup for Personal Purchase Circle 0

- Patent Law  
Essentials : A  
Concise Guide  
By Alan L.  
Durham

○ ○ ○ ○ ○

1 2 3 4 5

- ☐ Absolutely Mad  
Inventions  
By Alford Eugene  
Brown(Compiler), H.  
A. Jeffcott (Compiler)

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1 2 3 4 5

- ☐ The Inventor's  
Notebook (Inventor's  
Notebook, 2nd Ed)  
By Fred E. Grissom,  
David Pressman

○ ○ ○ ○ ○

1 2 3 4 5

- ☐ Patent It Yourself (7th  
Ed)  
By David  
Pressman(Illustrator),  
et al

○ ○ ○ ○ ○

1 2 3 4 5

#### 4. Something Extra

Would you like for us to include the names of all the friends with whom you share purchase information in the "Only for Friends" area of your Member Page? (This is entirely optional. We ask because your friends may find it interesting to know the names of others that exchange information back and forth with you.)

☐ **Yes, share my Friends List**

#### 5. Preview

Before you decide to officially create this area of your Member Page, preview the information your friends will see.



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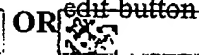
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[Community](#) > [Member Page](#) > [Only For Friends](#) > **Preview**

Nicely done. A sample of the "Only for Friends" area of your Member Page is below. The following people will have access to this page:

mlazer@amazon.com chase@amazon.com ruben@amazon.com

If you like what you see, click the Create button. If you find something that you'd like to change, click the Edit button.



Welcome! Here is a list of all the Amazon.com items that Robert Jacobs couldn't resist buying. Check out what Robert Jacobs had to say about the purchases below. You may discover that you and Robert Jacobs share some unexpected things in common.

### Purchases Made By Robert Jacobs

Items 1 to 10 of 15 shown below.

Item:

1.



#### **The Inventor's Notebook (Inventor's Notebook, 2nd Ed)**

By Fred E. Grissom, David Pressman

List Price: \$19.95

Our Price: \$15.96

You Save: \$3.99 (20%)

[Click here for more info](#)

Usually ships in 24 hours

Robert Jacobs's Rating and Comments:

2.

#### **Absolutely Mad Inventions**

By Alford Eugene Brown (Compiler), H. A. Jeffcott (Compiler)

List Price: \$3.95

Our Price: \$3.16

You Save: \$0.79 (20%)

[Click here for more info](#)

Usually ships in 24 hours

Robert Jacobs's Rating and Comments:

3.

#### **Patent Prosecution 1998 Supplement w/Disk And Case Digest**

By Irah Donner

Our Price: \$105.00

[Click here for more info](#)

Special Order

Robert Jacobs's Rating and Comments:

4.



**Valuing Intangible Assets (Irwin Library of Investment & Finance)**

By Robert F. Reilly, Robert P. Schweihs

List Price: \$95.00

Our Price: \$66.50

You Save: \$28.50 (30%)

[Click here for more info](#)

Usually ships in 24 hours

Robert Jacobs's Rating and Comments:

5.

**Valuation of Intellectual Property and Intangible Assets**

By Gordon V. Smith, Russell L. Parr

Our Price: \$175.00

[Click here for more info](#)

Usually ships in 24 hours

Robert Jacobs's Rating and Comments:

6.

**Ni Es Lo Mismo Ni Es Igual**

~ Juan Luis Guerra

List Price: \$16.97

Our Price: \$12.99

You Save: \$3.98 (23%)

[Click here for more info](#)

Usually ships in 24 hours

Robert Jacobs's Rating and Comments:

7.

**Ojala Que Llueva Cafe**

~ Juan Luis Guerra

List Price: \$14.97

Our Price: \$14.22

You Save: \$0.75 (5%)

[Click here for more info](#)

Usually ships in 24 hours

Robert Jacobs's Rating and Comments:

8.



**A Toda Cuba Le Gusta**

~ Afro-Cuban All Stars

List Price: \$17.97

Our Price: \$13.99

You Save: \$3.98 (22%)

[Click here for more info](#)

Usually ships in 24 hours

Robert Jacobs's Rating and Comments:

9.



**Buena Vista Social Club**

~ Ry Cooder

**List Price:**~~\$17.97~~

**Our Price:** \$12.58

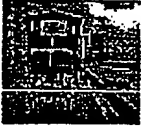
**You Save:**\$5.39 (30%)

[Click here for more info](#)

**Usually ships in 24 hours**

**Robert Jacobs's Rating and Comments:** 

10.



**Havana Cafe**

~ Barbarito Torres

**List Price:**~~\$16.97~~

**Our Price:** \$12.99

**You Save:**\$3.98 (23%)

[Click here for more info](#)

**Usually ships in 2-3 days**

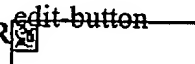
**Robert Jacobs's Rating and Comments:** 

Items 1 to 10 of 15 Items

View more purchases 

 save-button

OR

 edit-button

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